TOBACCO HABIT

EASILY CONQUERED

MAC LEVY

178

Yours for Life

MacLeay

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Tobacco Habit Easily Conquered

How to Do It Agreeably and Without Drugs

With Appendix: "Tobacco, the Destroyer"

By

M. MAC LEVY

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THREE HUNDRED YEARS AGO

"A custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs, and in the black stinking fume thereof nearest resembling the horrible Stygian smoke of the pit that is bottomless."—*James I, King of Great Britain, A. D. 1616,* in his "Counterblaste" on tobacco.

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FOREWORD

This book is humble in makeup, but big—mighty big—with purpose. It teaches self-mastery and health regeneration by that much misunderstood, greatly maligned but supremely important personage—YOURSELF. It tells you in plain, blunt, homely language how the addiction to tobacco in any form can be conquered in oneself by oneself. It tells how to do this without the use of drugs or loss of time. It shows that this end can be easily accomplished within a brief period.

A man who has had a great amount of first-hand contact with the woes of excessive tobacco users, and who not only comprehends the subject but is keenly sympathetic with every person who needs to escape from the thraldom of nicotine, has written this book. He dedicates it to all serious readers—to those who gain inspiration from its contents, and those who gain content through its inspiration.

There are twenty Dictums. All can be easily understood and followed. To the person who is in earnest this book should prove worth its weight in gold very many times, for it means higher vigor,

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greater efficiency, keener satisfaction and longer life. More than that, it will broaden human interest and develop character; it will place that priceless treasure HEALTH on a rock-ribbed foundation and keep it there so long as the reader minds his "p's and q's," and heeds the Dictums, here laid down, with intelligent interest.

The author's thanks have already been tendered to the prominent medical men, sociologists and others who have aided him in perfecting what is here offered for the first time, inside or outside the realm of therapeutic literature—a practical, efficacious method for conquering the tobacco habit by natural means.

MAC LEVY.

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WHY I WROTE THIS BOOK

This book just "had to come." My conscience wouldn't allow me to put off writing it any longer.

For many years I have trained men. My experience has been chiefly with the intelligent class; those who do—or at least aspire to do—things worth while. I have studied men, their good qualities and failings, very closely. In fact, my acquaintanceship with a man frequently brings me into more intimate touch with him than any other person can be. In the course of being brought "back to life" he has opportunities to think and converse about conditions which he cannot bring himself to discuss with his medical adviser, and which he feels reluctant to admit even to the closest members of his family.

There are several standard works which deal with the injuriousness of tobacco. Nearly all school physiology books warn against it; medical men—although in many cases themselves users—generally concede that tobacco is a poison to be seriously feared.

Thus, and in numerous other ways, I have come to learn of the havoc that can be created by

tobacco *when used to excess.* It is a terrible enemy to mankind under such circumstances.

So I deal here with the man—or woman—who has found by experience that indulgence in tobacco is seriously harmful to health and efficiency. That there are legions—yes, vast armies—of such individuals is widely recognized by those who have investigated this all-important subject.

The insane asylums hold many victims who owe their condition primarily to tobacco. The annals of the medical fraternity throughout the world abound in cases of shattered nerves, heart failure, stomach disorders, skin diseases, throat ailments, blindness, blood poisoning, nervous prostration, neurasthenia, tuberculosis, cancer, weakened intellect, insanity and numerous other maladies directly or indirectly traceable to the use of tobacco.

Details aplenty are given in the latter part of this book.

Tobacco is used in five different forms—cigarette, snuff, chewing tobacco, pipe and cigar. I rate their degree of harmfulness to the individual in the order named.

Without discussing ultra-scientific reasons pro and con bearing on the fact, it is generally accepted that the average cigarette user consumes more nicotine than any other tobacco addict. One who inhales the smoke is a deeper addict than one who doesn't, but both are "in the trenches."

Snuff and chewing tobacco come next, because those who indulge in them must have the effect of drugging the naturally sensitive nerves of the nose,

mouth or throat. As evidence of this, the snuff user has an impaired sense of smell, while the tobacco chewer can only taste something that is hot, peppery or frozen.

The pipe and cigar users follow next in order, and are about on a parity.

There is a kind of devil's balance between one form of tobacco use and any other.

Considering the smoking of tobacco, as distinguished from chewing and snuffing, I have already indicated the chief reason why cigarettes work deeper injury than pipe or cigar; for addicts of either of the latter rarely inhale, while cigarette fiends draw the poison directly down into their lungs.

Aside from this fact, chewing and snuffing take the vicious lead by reason of the nicotine being thus absorbed into the human system through direct contact with the membrane linings of nose and mouth.

But that does not mean that smokers have any ground for special satisfaction. The same process of nicotine absorption by direct contact operates, as the cigar, cigarette or old pipe or cigar holder is held between the lips; but there is a more important condition still to consider. When the tobacco burns (scientists admit that a small part of the nicotine is burned up, but likewise prove that plenty of it is left for the "benefit" of the dear smoker), the burning of the various substances composing tobacco creates new poisons in the form of gases—which you see as tobacco

smoke. These poisons have been isolated by scientific analysis and identified, and are as follows: *Pyridine, picoline, lutadine, paroline, coridine, rubidine* and *irridine. Ammonia* is one of the milder irritants liberated in tobacco smoke. Another ingredient is that very fume which kills the suicide who turns on the illuminating gas in his closed room, namely, *carbon monoxide.* The most interesting tidbit of all which I can authoritatively offer my readers in this connection is the news that tobacco smoke also contains the deadliest of all poisons—to which nicotine itself yields precedence. Don't be startled —I refer to no less mortal a poison than *prussic acid.*

The moral is, firstly—that while chewers and snuffers get more nicotine into their systems, smokers are "compensated" with a host of other poisons; and secondly—that certain brands of tobacco containing a comparatively low percentage of nicotine may be all the more harmful because of the many added toxins which arise. The conclusion leaves little room for choice. It's a case of "six of one and half a dozen of the other." The use of tobacco, even moderately, is always harmful to the users.

Nicotine—the most active drug in tobacco—is insidiously powerful. It gains a peculiar hold upon its victim, often stronger than alcohol; for while an alcoholic can in many cases go along cheerfully for a considerable period without having any desire for an intoxicating beverage, the man who has an unconquered tobacco habit must constantly have his poison in some form, or suffer.

Heroically to go without one's favorite form of tobacco for a brief period doesn't amount to much if the craving exists and continually aggravates. This is a cardinal truth which the reader must grasp and hold—always. It is not the indulgence in an appetite that the remedial suggestions here offered aim to root out, but the appetite itself. To keep away from tobacco voluntarily, but reluctantly, as a child is schooled to keep away from his beloved jam pantry, means little. But to turn one's back on the habit determinedly, joyously, enthusiastically, for the sheer spontaneous pleasure of the step—is everything.

A sailor on a long voyage does not bother his head over the lack of grog, but will pine for a regular supply of tobacco. Men in prison quickly become accustomed to doing without alcohol, but they simply *must* have their tobacco.

There's one thing which must be done by the person who wants to become freed from the shackles of the tobacco habit. *He must conquer it so completely* that he will afterward have no more hankering for tobacco than for fried crow.

In this volume I tell how to do it. My prescriptions are not those of the medical man—I am not a physician and do not dispense drugs. Nor should this book take the place of medical attention. As a matter of fact, however, numerous members of the medical fraternity, including some of the foremost, have come to me in their own behalf, and many have sent their patients to my

health farm for the main purpose of assuring a complete riddance of the tobacco addiction.

But it isn't possible for every man who is excessively smoking, chewing or snuff-taking to come to me. Therefore, through the medium of this book, I have come to him with the general system so advantageously followed upon "The Farm," my country place, where health and cheerfulness are the watchwords.

My system is harmless, there is no risk involved in following it, no loss of time, no expenditure of money, no strain upon the will, no mystery, no drugs, no fads and no inconvenience.

The time required need not be long. I ask that there be no quitting of the use of tobacco for two weeks. The craving disappears very soon thereafter in the majority of cases. Some report it as instantly going. Others lose all desire within a few days. Still others have occasional hankerings during a month. Few, indeed, are troubled beyond that period. The health is invariably improved. Efficiency mounts high.

The underlying principle is NATURE. I show how it is to be properly applied to achieve the desired victory gracefully, cheerfully, delightfully and lastingly.

THE AUTHOR.

HOW TO PROCEED

Each Dictum is a chapter by itself. The rule appears at the head, enclosed in a border. The text that follows is an explanation which makes the purpose of the Dictum clear.

Read all the Dictums, except XV., and put them into practice simultaneously.

This will be easy to do.

After two weeks, simply substitute Dictum XV. for Dictum II. and keep on until all desire for tobacco has left you.

After you no longer have any craving for tobacco, my belief is you will find the Dictums so beneficial that you will decide to continue following most of them. If so, this book will have attained an object far broader than that for which you are now studying it.

For your own interest keep this book handy and follow every detail faithfully. You can positively succeed if you persevere. If you are a quitter you will secretly despise yourself. The enjoyment of victory and all its advantages will be so great that you must determine to win—which means that your success is already virtually won.

DICTUM I.

Having decided to quit tobacco, keep your thoughts upon the grand benefit soon to come, and do not allow yourself to be dissuaded from your purpose.

Greetings and congratulations to you upon having reached this stage. You are facing one of the most important epochs of your life. You like to conquer difficulties. You have done so in the past. Now you are ready for another victory. You will win it, too.

You have often prided yourself upon what you are able to do. You have accomplished things in the course of your career that perhaps no one else could have done so well; but, despite your fine capabilities, you have overlooked one thing.

A little "joker" in your life has been grinning at you all the time. It has held you in its power. With all your inherent abilities you have been unable to rout this subtle rascal out.

"Behold your fine career!" sneers the imp. "You may have done wonders, but you have never been able to shake me; I have played havoc with you; I am bound to make more trouble. The longer I hold my grip on you the more strongly

will the mischief work. I know where to attack man in his weakest spots. I have shortened countless careers through snuffing out the vital light. I have my fangs fastened deep into *you.*"

In this spirit of sardonic raillery the evil genius, Demon Nicotine, has been proclaiming his triumph over you. Tobacco is one of those insidious so-called luxuries which you have tolerated because you did not realize how much harm it was really doing to your system, and because you didn't know just how to get rid of the addiction.

Not until you found that tobacco was the cause of your continued irritability, or when your digestive organism gave you serious trouble, or when the doctor said he couldn't tell just then whether tobacco had given you an out-and-out cancer, or when your heart gave you significant warnings, or when you couldn't sleep right, or when you found your eyesight failing through amaurosis, did you waken to the need of doing something.

Does this book find you in that predicament?

Or maybe you have realized how the use of tobacco is lessening your efficiency to such an extent that your memory is defective; you cannot think as quickly as you used to, or you lack the power of concentration, or you are melancholic, or you are easily upset.

Is that your difficulty?

Or, it may be, while you are not thoroughly enslaved by the tobacco habit, and you do not suffer from any disorder obviously traceable to it, that you have reached the common-sense conclu-

sion, based upon your observations and logical inductions, that it is better for you not to use tobacco.

Greetings and congratulations if such is your fixed resolve!

Your will power, strong as it is, cannot fight off tobacco addiction, or any other for that matter, by merely demanding that it vanish. You know that this evil genius will not make his exit so easily. Rome wasn't built in a day. Ills, begotten of habit and rooted in the system, do not disappear "by request." Remember how your will weakened when you tried to extirpate Demon Nicotine that way. He laughed and you yielded to the craving. He beckoned and you weakly followed. You punished yourself by straining your will power alone, and in the end Tobacco punished you more by resuming his sway over you. That is the Alpha and Omega of almost every addict who fights this habit with the obsolete shrapnel of will alone, instead of with the modern explosive shell of sane living, plus the specific Dictums here outlined, or some other sensible method.

As you read this book you will learn that the habit is blotted out not by a sanatorium formula, but by rational, scientific, little-by-little self-treatment. If you have been employing the services of a physician, show him this book.

You want to know now how to get the effects of tobacco poison out of your whole body, physically and mentally. You don't want to suffer tortures needlessly. The abrupt, unscientific and cruel

method of deliberately stopping the use of tobacco without giving your vital organs compensating relief isn't comparable to the mild and scientific way which I am showing you.

Having convinced yourself of the fallacy of trying to quit by merely exercising your will power, you are wondering *why* it is that you cannot simply *wish* the craving out of your system. The trouble has been that you do not understand the etiology, pathology, psychology and treatment of that branch of *drug addiction* (yes, that's what you have) which embraces the tobacco habit. This is no fault of yours and there is no reason why you should go into that deep study now, but a brief explanation in plain language will not be amiss.

Don't lose confidence in yourself; don't blame yourself causelessly if in the past you have endeavored to "cut out" tobacco and failed; or if you know or imagine that you would not be able to quit the habit merely by "willing" it so.

Moreover, if you have attempted to cure yourself with your physician's prescriptions or proprietary remedies, or through sanatorium treatment, and did not succeed, don't blame anybody unless your own guilty conscience impels you to reproach yourself for not having followed directions faithfully. Too many physicians are censured because they fail to effect cures in specific cases, when they might have done so if their patients had been square with themselves.

Whether this is the case with you or not, begin again. Remain cheerily undaunted. No unre-

coverable ground has been lost. What is past is past. You are harboring no feelings of resentment against anybody. Your experience has been instructive, illuminating. It has taught you something. You are now dealing fairly with the subject and with yourself.

The general course of tobacco invasion may be described as twofold.

In the first place, the poisons march right into your system by absorption, by osmotic pressure, by filtration—call it what you will. The process consists of "Nicotine and Company" pushing into and through the mucous surfaces, infinitely more sensitive than our porous skin, and which line the nose, throat, ear chambers, lungs, digestive passages and other organs of the body, including the visible as well as the microscopic nerve fibres. These continuous membranes, constantly covering themselves with special moisture (e. g., saliva), become irritated and dried-up. The nerves in their sheaths become contracted and shrivelled. They feel "frazzled."

In the second place, the assault of the tobacco poisons on the user consists of—don't be shocked —*asphyxiation.*

Stop and think. What really happens when a man drowns, or is hanged, or is choked by the smoke of a consuming conflagration, or succumbs to an overdose of chloroform?

When you breathe you take oxygen into your lungs; and through the subdivisions of the lungs, which connect by many minute channels (capil-

laries) with the blood, the oxygen is given to the red corpuscles waiting for that oxygen, just as a steam engine waits for its necessary draft of air. You don't consciously feel it, but it is these blood corpuscles which do the "thirsting for air," the important part of the air being the oxygen.

And when you expel a breath you are throwing off something which is more or less impure—that is, by reverse process the lungs have gathered up the consumed oxygen (now carbon dioxide), or waste, out of the blood, and are eliminating it.

Physical life consists of taking in food and oxygen, creating waste, removing that waste and again taking in food and oxygen.

Now then, asphyxiation means that the blood corpuscles are filled with some foreign substance (some poison that may have been taken in, or an accumulation of waste that cannot be thrown out), and are thus deprived of the oxygen they must have.

The smoker takes in the very substance which normally he throws out (carbon dioxide as well as nicotine) and the many other poisons already enumerated. The chewer (or snuffer) takes in the nicotine and certain other poisons even more directly than through the lungs. As soon as these toxins (poisons) reach the red corpuscles the latter are choked, they cannot any longer take up sufficient oxygen and are unable to feed the tissues, among them the nerves.

These two general processes—firstly, attacking the mucous-membrane system; secondly, starving

the tissues of the body and shutting out the oxygen, both processes scientifically demonstrable—tend to undermine the whole human machine. In fact, there is hardly a malady which is not traceable to them or aggravated by them. On the nerves they particularly reflect this dual damage—firstly, by contraction and a tendency to squeeze the nerves into decay and petrifaction; secondly, by cutting off nutrition from the nerves, causing them to lose function and die.

And as the nerves weaken the power of will weakens with them.

So we come at last to the question of will power. What is will power, friend? Nothing more or less than the ability to translate an inward feeling into action, regardless of any physical impediment. Will power is a mental force that sets your better impulse on fire. It's the naked truth breaking through the shell. Scientifically, such power is the living expression of a nervous system that is "on the job." Your brain is a bundle of nerves, with fibrous ramifications coursing down the spine and through the body. So you see you are your nerves. If your nerves are sick your will power is sick. *You* are sick.

You cannot help yourself—not until you adopt certain means to bring your body, including the nervous system, back to health. And you are going to do it now by Nature's way.

You can implicitly follow the rules given herein with a feeling of perfect safety and confidence from the outset, and the habit should be overcome

just as effectually as an infant is weaned from the baby bottle. There is nothing that involves the use of habit-forming or other drastic drugs.

Not even need you say "good-by" to the poisonous tobacco until you are reasonably ready for it to leave. You need not be physically inconvenienced or even mentally disturbed.

The expense is practically less than nothing because the cost of this book is but a trifle when compared with the amount you spend for tobacco. Nor need you lose any time.

The first requisite is that you adjust your mind to that condition which makes you view with pleasurable expectation and relief the prospect of being absolutely free from the thraldom of nicotine.

Have no misconceptions. You will not be submitting yourself to any hard task. You are not going to suffer anything like what you voluntarily tolerate when, for example, you resign yourself to the dentist's chair, or other ordeals which have caused you physical or mental pain.

The self-treatment method here outlined for the riddance of the tobacco habit is in no sense an infliction. On the contrary, it is an agreeable diversion, the merits of which will reveal themselves from day to day.

Now that you have decided to stop committing slow suicide, do not permit yourself to entertain any thoughts of wavering. That would be moral cowardice. Tobacco remains a tempter while you are saturated with the effects of nicotine and in-

different to your own welfare, but the promise of new health, springing from your better self while the tobacco craving is being eliminated, is such a greater inspiration that your face should beam with rapture over the mere thought of it.

Now is the time for you easily to prove yourself a hero and ever after be proud of it. Self-respect is a wonderfully beautiful possession.

If you are a backslider you are bound to pay the penalty.

Follow the precept of Emerson: "Hitch your wagon to a star."

Let the unshakeable resolve to conquer a habit that debilitates and destroys be your star; let this book be the compass that guides to that star!

Having become impressed with the duty to your physical and mental well-being, as well as to those near and dear, you will not be influenced against your nobler self by some deluded friend, who, poor fellow, too enervated by nicotine even to wish to escape, and fearsome of losing you as a fellow victim, beseeches you earnestly "to smoke once more, old chap, just once more." Misery may love company, but you—stand pat.

Simply smile when friends, mildly surprised at your refusing to use tobacco and secretly envious of your self-control, greet you with jocular or inane remarks. Let *them* wax facetious, while YOU wax robust, healthy, clear-eyed, fit. You will be proud of yourself to withstand these minor temptations. Right-minded people will think much better of you once you regain your old-time physical health.

You will diffuse the good thereof among friends and kin and business associates; all your world will be sunnier because vibrant, red-blooded health is again in the saddle.

It is all a mistake to imagine that for sociability's sake you must smoke, chew or snuff tobacco if you happen to be with others who are doing so. A lover of his fellows is not necessarily an enemy of himself. Nicotine is not the hall-mark of comradeship. In a short time it will be as simple a detail in your life's routine to decline a proffered cigar or cigarette as it now is for you to refuse other invitations that are unacceptable.

On the other hand, one need not be a Pharisee on the subject. You are not divinely enjoined to shun those of your fellow men who are tobacco users. Self-redemption, like charity, begins at home. If you mend your fences, only that and nothing more, you will be doing a manly man's work.

You are a man of brains, you have high aspirations—that you are studying these lines is evidence *per se* of that fact, and it is not incumbent that you play the social hermit and stand aloof from tobacco users for fear of being lured from your ONE GRAND PURPOSE.

It is wise, however, for the present, that you do not sit through long sessions of a "smoking committee," for if you do you are bound to impregnate body as well as clothing with nicotine, and so retard your health progress in no small measure.

Be faithful to the simple precepts of the Mac Levy System, keeping in mind the text of the Dictum at the head of each chapter, and you will positively attain a much higher standard of efficiency combined with a superior appreciation of the true pleasures of life.

Selah!

DICTUM II.

Continue with tobacco as usual for two weeks.

Do not undertake to quit using tobacco immediately. Two weeks of preparation are necessary. You may consume it in the same quantity and strength you have been accustomed to. If you feel that you are making such progress that you can cease the use of tobacco before the fixed time, do not stop completely—reduce the quantity if so inclined, but do not stop altogether. If you should feel the genuine need of extending the preparatory period, you may do so. In the case of your being aged or weak, an extension may be desirable. You are the one who can judge this. Presuming you haven't otherwise any reason to consult a physician at this time, don't worry a moment about your heart, liver or any other part of your organism if you are faithfully following the Dictums, and provided you do not unreasonably postpone the innovation of Dictum XV.

You are about to adopt some specific rules of living that will prepare your system for a very much easier victory than could be gained if you were to stop to-day. So take no chances. Be

guided by one who knows. In this case you will do better to adopt "the course of least resistance."

In adopting the various new rules, there might be a slight reaction during the first day or two, although this is scarcely probable. After a couple of days, however, the improvement in your condition should be noticeable daily—almost from hour to hour.

Again I tell you that fidelity to the Dictums is absolutely requisite. If you ignore them, or merely follow them in an indifferent way, you are doing double injustice. The first injustice is to yourself, the second to the Mac Levy System.

That you can quit using tobacco in two weeks, regardless of the length of time you have been addicted to it, is a therapeutically positive certainty, proved in principle and in detail beyond the shadow of a question.

You are therefore bound to succeed.

Selah!

DICTUM III.

> *Sip all the liquids and other soft foods, allowing them to remain for a brief period in the mouth before swallowing. Chew every mouthful or bite of solid or dry food twenty-eight* (28) *times before swallowing.*

You will find this rule the most difficult of all, because you have probably been habituated to eating too quickly, and it will require close application on your part to change your custom at meals.

No excuses will be allowed. If you are eating in the company of others, you will lag behind them in finishing courses, unless you partake of a smaller portion of food—and that's just what you will soon accustom yourself to doing.

Here let me say that you needn't worry a bit about losing weight by eating less, according to the plan here given. Better leave the table slightly hungry; this false demand for something more will diminish even as you are walking away from the table, and in a few moments it will have disappeared entirely. If between meals you feel a craving for food, eat an apple or other piece of fruit according to this Dictum.

If you are thinner than you normally should be, you will gain in healthy flesh with speed and certainty. If you are overstout you will reduce surprisingly and get rid of unhealthy adiposity simultaneously with the riddance of tobacco addiction. These two statements may seem paradoxical, but both are true. As overweight and underweight are each often the result of abnormal functioning, the restoration of normal processes is the cure for one as for the other. Your food will be neither wasted nor diverted.

You will experience a remarkable benefit from the voluntary curtailment of your usual quantum of food. A less quantity eaten, according to this rule, will nourish you much more than the larger portions to which you were accustomed and which you habitually consumed with needless haste.

An invaluable principle is predicated on this Dictum. Its faithful observance will be not only of aid to you in conquering your tobacco addiction, but will be of lasting benefit to your general health. Whole books upon the great value of slow eating have been written by Horace Fletcher and others.

When eating slowly you merely utilize Nature's provision for insuring perfect digestion. Nature, we are wisely told, imposes no penalties for obeying her beneficent commands. If it be granted that Nature is always right, the lack of equilibrium and tranquillity in your digestive organism—due to using tobacco—is unnatural. Nature has been disobeyed. Naturally someone will pay. Follow

the Dictum and you neutralize her penalty. You help remove the reproach of continued sickness.

For the sake of easy definition, what you eat may be classified as *wet* and *dry*. Foods, such as soups, ice cream, milk puddings, stewed fruit and other soft edibles, come under the designation of *wet*. Foods which obviously need chewing are termed *dry*.

You are to start the new regimen with your next meal.

Follow the rule of slowly eating wet food. Ordinarily, perhaps, you have gulped spoonful after spoonful of soup as quickly as you could introduce it into the mouth. This is wrong. You must deliberately pause between each spoonful of soup, or of any other soft or liquid food, and bring the action of your mouth juices upon it before swallowing.

Do not *drink* soup or milk or bolt soft foods. They require the exercise of your mouth muscles and glands as much as solid foods do. Sip every food liquid that has taste in it, so that your palate may have the full enjoyment. Such enjoyment helps digestion.

It has been well pointed out that adult man was not originally intended to take his nourishment in a liquid form. Hence, all liquids having taste must be treated as solids and insalivated in the mouth by masticatory movements until their taste is removed. Your appetite, satisfied by this infiltering operation, becomes "sweetly appeased, calm, rested, contented and normal."

Solid food served in your soups, such as meat, noodles, barley, etc., or any other solid food which requires chewing, may be considered as belonging to the dry class. Teach your mouth to treat these foods invariably as dry, and to chew them twenty-eight times before they are swallowed.

Every mouthful of dry food is to be subjected to this operation also. Chew it at least twenty-eight times; more if necessary. What you swallow must always be a soft pulp.

Mention has been made of healing food elements to neutralize the effects of the nicotine poison, which impairs the work of your stomach and intestines. It is needful to maintain the inner man in proper condition. An habituated tobacco user cannot lay claim to such a certificate of health with regard to his alimentary system. He has an abused palate as well as an enervated stomach. Tobacco has vitiated his taste by adulterating his mouth juices.

The palate has been described as our dietetic conscience. There are many misfit palates due to a wrong dietary, but far more result from the use of tobacco. Many are due to both. A tobacco user's dietetic conscience has become perverted through an artificial appetite for a drug, which is noxious to a normal palate.

Your body tissues, till they became inoculated with its poison, did not call for tobacco. Hence you know it is a false and abnormal appetite, betokening a general discontent of the body. By my system you will lose your craving for the

abnormal (a drug); the natural office of your palate will soon be restored, your mouth juices will regain their abundance and purity, your desire for tobacco will steadily wane and will finally vanish.

Selah!

DICTUM IV.

Avoid foods and drinks that disagree with you.

You are a person of mature age. You know, through experience, the foods that have a tendency to create gas, acidity, "heartburn," headache, biliousness, indigestion, flatulency, constipation, nervousness or other internal irregularities in your case.

Your stomach must be treated with the utmost fairness. Almost every person knows of some kinds of foods and drinks that derange the system, and his own in particular.

One of the most common edibles that create this mischief in some individual is onion, particularly when fried. Other persons experience distress in consequence of eating cucumbers or even the tempting watermelon. Perhaps you can enjoy these edibles in moderation, yet are in trouble after eating hard-boiled eggs or anything fried in lard. You know your own idiosyncrasies in this respect and should be guided by them now.

What is popularly termed "heartburn" (a stomach disorder) attacks some persons after they partake of dark, heavy breads; others following

the eating of red meats, sharp-tasting sauces or condiments, and so on.

Strawberries act poisonously upon the skin of some folks. Others again can eat berries with impunity, but find lobster disturbing. Dishes prepared with garlic are nauseating to still others. A visitor at The Farm suffered from a serious throat distemper every time he ate nuts, so I stopped him. Other peculiar instances could be cited. There is no hard-and-fast rule.

Boiled or broiled foods are easier for the average stomach to manage than those which are fried. Simple foods are usually better than combinations. When in doubt rely upon the simple food.

A meal comprising several courses is not so good for the digestion as one that consists of soup followed by fish or meat, with a light dessert of plain pudding (corn starch, blanc mange, etc.) or fruit.

Meat should not be eaten oftener than once a day. Three times a week would be even better if you are not engaged chiefly in physical labor.

No fixed dietary schedule is given you. Eat whatever you like, unless you know it is undesirable for you to do so.

There is no wish here to inconvenience you beyond keeping you away from disturbing food elements.

Specifically, the reason for this Dictum is that an easy victory over your tobacco addiction requires that you be aided in every possible natural way.

A disturbance, due to indigestion or constipation, such as nervousness, gnawing sensation, a feeling of glutted satiety or the like, is too readily regarded by the imaginative mind as a call for tobacco, whereas it is nothing of the sort. Over and over again have you unconsciously verified this truth; you proved it every time you experienced a strong desire to use tobacco in your favorite form, after having dined heartily.

You had overloaded your stomach with an incompatible mass of food and erroneously attributed the inward desire or "kick" to a demand for tobacco; whereas, if you had understood your inner works correctly, you would have known that the complaint was against that with which you had loaded yourself rather than a solicitation for nicotine.

There is no need to tell you now not to overburden your stomach. You are not naturally a glutton, so a faithful observance of Dictum III. will amply protect you.

Selah!

DICTUM V.

Consume eight ordinary glasses of liquid, non-alcoholic and non-gaseous, daily, between meals.

In following this Dictum you had better confine yourself generally to plain water, but at times you may also, if desired, partake of a few glasses of milk. The milk category includes sweet milk, sour milk, clabber, buttermilk, malted milk, kumyss and several excellent kinds of prepared proprietary milks. Sip the liquids slowly.

Do not sip these eight glasses (approximately two quarts) all at one or two sessions. Distribute the drinking of them at regular intervals during those hours that you are awake. For example: a glass at arising, three glasses between breakfast and midday meal, three glasses in the afternoon and one when retiring.

Suit yourself as to whether your liquid is to be hot or cool. The sipping of hot water has a marked alleviative effect upon dyspeptic conditions, and I recommend it strongly.

Swallow whatever liquid beverages best agree with you, but bear in mind these few stipulations:

Avoid liquids which you plainly know will cause

a disturbance in your stomach. If past experience tells you that coffee, tea, ginger ale or any other beverage should not be indulged in, be fair and delete it from your menu while following my system.

The prevailing medical opinion is opposed to the partaking of any liquids whatever during meals (and I hold the same view), but it is not made an imperative rule of my system. I therefore suggest that, without fighting any natural inclination, you drink as little as you can during meals.

Always remember the sipping rule laid down in this Dictum. It applies to each and every glass, cup or spoonful of liquid taken into your mouth. And it is of paramount importance. With milk especially so, for milk is a food in liquid form; it contains a considerable percentage of fats, and if it cascades its way hurriedly into your stomach it does so at that stomach's peril.

Now let us journey from one liquid to another—from a mainstay of life to a scourge of life—from milk to alcohol.

King Alcohol is a silent partner of Demon Nicotine. In fact, they are close kindred. They generally work hand in hand like teammates. When King Alcohol gets into action almost the first thing he does is to whistle for his friend Nicotine. *Then they act like irresponsible roisterers.*

No man need be told that spirituous drinks are bad; so the less you pour down your throat

the better. This book, however, has its defined scope and does not specifically embrace any plan for conquering alcoholism by self-treatment. Therefore the alcohol question from that angle will not be considered here.

One thing may be predicted, however. If you are addicted to the misuse of alcohol you will find that riddance of the tobacco craving, coupled with a general and continued adherence to these Dictums, will help you materially in controlling the craving for alcohol.

If you feel that you must partake of alcoholic beverages, the advice I offer you is to choose light, non-gaseous wines and light beer rather than so-called sparkling or heavy wines or spirituous liquors.

Don't allow yourself to be fooled into believing that so-called "bitters," crême de menthe, vermuth cocktails, Bénédictine, Dubonnet, medicinal wines and the like contain no alcohol. They are all alcoholic and some of them are worse.

The business manager of a concern specializing in one of the varieties of "cheer" above mentioned was compelled to rest at The Farm for several weeks because his stomach was in a deplorable condition. He had been too ambitiously exploiting his own commodity by sampling it frequently with trade customers. He admitted to me that, in addition to a strong percentage of alcohol, the decoction contained a powerful drug that is not at present legally classified as habit-forming, yet it becomes a poison to be feared. Users of the stuff,

women particularly, frequently consume several glasses at one sitting.

Soda-fountain beverages of the fizzing kind—ginger ale and other such "pop" drinks—should be tabooed. They tend to create gas in the stomach and to impair digestion.

Coffee, except when taken moderately and in considerably diluted strength, is harmful to most persons; and if you know it injures you, or disagrees with you, use a substitute. In such case wrench yourself from the coffee habit willingly, joyously, not reluctantly.

There are a number of harmless beverages that may be used in place of coffee. For example: beef tea, cocoa or coffee from which caffeine has been mostly extracted, or hot milk. All these are thirst quenching, health sustaining and may satisfy a coffee craving. The European custom of drinking half-and-half of coffee and hot milk, or three-quarters hot milk and one-quarter coffee, is far better than our high-strung American habit of ordering a full cup of black coffee with its spoonful of cream.

The same suggestions apply to tea. A small amount of tea is practically harmless, but, like coffee, it is used excessively by too many people.

A remarkably efficacious substitute for tea, soothing for the nerves, and for which you can readily acquire a taste, is the old-fashioned chamomile tea. At first this may seem an insipid change to you. But bear in mind that you are reforming your dietary to expel the tobacco craving. Try

chamomile tea for a few days and you will learn to like it as well as when it was given you to still your restlessness in childhood days.

Buttermilk is an excellent curative agent.

And water is the most dependable of all.

Selah!

DICTUM VI.

> *Practise deep breathing every morning and night.*

Your lungs need a housecleaning as surely as the rest of the organs affected by the tobacco habit. Moreover, for health's sake, you require the tonic and sanative effect of fresh air in the lungs *at all times.*

The most desirable periods for doing the simple deep-breathing exercises, so beneficial to lungs and system, are in the morning upon arising and each night just prior to retiring.

Acquire the habit of taking a series of deep breaths with the same systematic regularity that you don your clothes in the morning and remove them at night. There is, of course, no objection if you carry out deep-breathing exercises at any other day periods in addition to those specified; in fact, you will benefit yourself by doing so within reasonable limitations. The procedure is simple:

Stand erect by an open window, hands resting at your sides, mouth closed. Inhale slowly and deeply through the nose, gradually raising your arms sideways until the hands come together

above your head, at which time your lungs should be well filled. After a slight pause, open your mouth, exhale the air, at the same time lowering your arms. Repeat this until you have done the exercise seven times. Rest briefly between times.

Cold or stormy weather should not deter you, an earnest seeker of victory over an insidious enemy. Furthermore, you need have no fear of catching cold when breathing through the nose. If you cannot breathe freely through your nose it is high time to consult a surgeon.

Follow these deep-breathing exercises with a few moments of calisthenics, using light dumb-bells; the benefit to health and system which this will impart should invigorate you from toe to crown.

Selah!

burdened body. If the circulatory system is sluggish you cannot back up your skill, you cannot drive your will with aggressive decision. What is more, you are helpless to cope with a man who has energy plus. You must add to your store of energy, and nothing will do this as well as mild but regular body training; in other words, systematic all-limb and all-organ exercise. Once you learn to exercise your lungs and heart, as well as your hands and feet, to strengthen your physical forces and harness your mental ones, every health boon should come your way. Nerves will work smoothly, organs will function properly, mental processes will operate logically, the glow of ruddy vigor will be yours. You will laugh with derision at the ghosts of your former self—your frail, pallid self of the day when you liked a nicotine-soaked life and it liked you.

The physically fit man is timely. He is "there." He knows when to act. He has endurance to back up his action. The marvelous thing is that Nature is everlastingly restless in seeking to bring every man up to this matchless efficiency. Men who do not train their bodies hear the plaintive cry of Nature eternally. Nature prods them, signals to them, and finally smites them, to awaken them to a realization of their privilege to be physical as well as mental masters of their business.

Selah!

DICTUM IX.

Be sure that your bowels move daily.

It is imperative that you have one intestinal movement, preferably two, daily. If you have accustomed yourself to using cathartics or laxatives to an extent that has enslaved you, now is the time to begin a reform. You can train your bowels to act systematically if you are reasonably patient and persevering. Follow instructions given here. Of course you needn't attempt to adopt all the rules; but apply those which will in their concatenation serve the purpose. You need not be surprised to find that the drinking of eight glasses of water or other non-alcoholic beverage between meals makes it now unnecessary for you to think further upon this important subject.

Eat freely of prunes, apricots, plums, figs, dates, green vegetables and whole-meal bread. White bread has a constipating tendency. Bran is an excellent alleviative as well as a preventive of constipation.

A tablespoonful of olive oil taken at each meal, or oftener, is usually an excellent laxative. Refined petroleum and Russian mineral oil are also highly endorsed. They are harmless, and the quantity

used can be increased if necessary. The system does not assimilate them, they acting as mere lubricants.

An enema may be used. This method is as old as the science of therapeutics itself. The ordinary household syringe will do. Of late there has been introduced into use an article which consists of a rubber container (of the hot-water-bag variety), from which protrudes a nozzle intended for rectal insertion. The weight of the person seated upon this forces the prescribed solution of warm water and soap suds, or water and turpentine, contained in the bag, into the intestinal canal, irrigating it and purging it of ejectable matter.

But don't—don't acquire the enema habit.

Learn how to let Nature, and not artificial contrivances, do Nature's work.

A considerable amount of exercise which affects the abdomen, such as stooping, kicking movements, etc., will also tend to cause the bowels to act.

Foods and drinks which tend to "bind" should of course be avoided.

Abdominal massage is recommended. Press the fingers of the right hand upon the left side of the lower abdomen firmly. Now slowly bring the hand downward around toward the right side in a circular movement, continuing up and around to the starting point. Keep describing these circles always in the same direction for a number of times. You can press forcibly without doing injury or causing pain.

One or more of the above-described methods will probably accomplish the purpose without the use of strong drugs if you properly carry out the instructions. However, this book is purposed to teach you definitely how to overcome the tobacco habit, and a part of the self-treatment makes freedom of the bowels imperative. Therefore, if you have not the facilities, time or desire to cultivate at once Nature's ways of keeping the bowels active, by all means resort to one of the dependable, artificial laxatives temporarily at least, for, while following my system to conquer the tobacco habit, you must never go to bed without having had at least one effectual movement during the day.

If there were no constipation, there would probably not be half as much illness in the world. Most of the rules in this book will, when faithfully followed, make toward a regularity of bowel action.

Selah!

DICTUM X.

> *Devote about five minutes during the busy part of the day to concentrated thought in silence. Fix your mind upon the brighter side of your prospects in life.*

Follow this Dictum and you will add so remarkably to your fitness for service and to your cheerfulness that friends and associates, and most important—yourself—will be amazed. It will be a case of—yourself discovering yourself. You unearth your potential abilities and put them to use. When we step aside from our accustomed routine a few moments daily during the period that our activities are at their height, we simply relax mentally and improve temperamentally. Business is business, but to cultivate moments of self-reflection is growth—personal expansion—self-education. It pleases. It edifies. It broadens.

This rule applies with equal force, whether you are a farmer or lawyer, a waiter or banker, a clerk or mechanic, a bootblack or a professional celebrity —or even the President of the United States. The great men of the world practise similar rules. This Dictum is an efficiency aid for those who toil with their arms as well as for the legion who work with

their brains, and are gradually rising in the ranks to the "ten-thousand-a-year" class or higher. So jump into line, my friend.

Take counsel with yourself. Every day, preferably at a fixed hour, if possible during the period when you are considerably occupied, rather than in the morning or evening, seek some place where you will not be disturbed and devote about five minutes to uninterrupted thought.

Endeavor to choose a quiet and reposeful spot. A business man can generally retire unto himself in the privacy of his office or some spare room. The average worker, tied perhaps to noisy surroundings and grouped with a host of others, might have to utilize a part of his lunch hour, outside, in following this Dictum—if he can find no place of temporary retreat in the premises where he is employed. Any man who devotes five minutes of his employer's time to following this Dictum will considerably augment his value to his employer. Here is a clear case where fair exchange is no robbery.

Having found the needed privacy, assume the easiest position you can, close your eyes gently and in effect say this to yourself:

"I am gaining a victory over tobacco. I see how the good forces of Nature are overcoming the bad forces. Tobacco damaged my health and otherwise impaired my efficiency. It was the mistake of my life, but now all is well.

"Now I am about to be completely freed from the curse of the poison. A glow of health is

coming upon me. My brain is working better. My appetite and digestion are improved. My nerves are becoming calmer and I shall enjoy regular, natural and restful sleep.

"My future is bright. I know there are opportunities awaiting me.

"The best thing that I have done since yesterday was (here mention something you have done which you could not have undertaken with the same zest had you been in the toils of your old habit).

"I purpose going about my work calmly but perseveringly, with every intention of succeeding. I will succeed.

"I will avoid every disposition to be irritable, and will endeavor to promote as much cheerfulness for others as I can."

Of course, this formula is only intended to be suggestive of the line of thought you may profitably pursue during your five minutes of privacy. It need not be repeated verbatim or parrotlike. The purpose of this Dictum is distinctly to indicate how you can enjoy a brief respite from the tedium of your work, and how you can profitably use this respite—use it for exhilarating thoughts—and no others. Use it for cheer, outlook and uplift.

Banish any mood of pessimism that may threaten you during this communion with yourself. Remember, you are taking counsel with yourself to report progress; you are taking inventory of yourself to help arrange your line of action for the coming

twenty-four hours. Your every thought must be bright, optimistic, unselfish and positive.

If you cannot give yourself this brief isolation indoors try a quiet side street, where you are not likely to encounter anyone you know. Or you can do your thinking while walking. Given the disposition, you will easily find means for having this useful, reflective word with yourself. When I am in the metropolis I usually find repose in a hammock in a nook of my open-air roof-garden gymnasium. When at The Farm a dozen quiet retreats suggest themselves, where the "silent five" and I hold delightful and stimulating converse.

Bear in mind the purpose of this Dictum. It is to impress upon you the benefit of pausing in the midst of your working day and briefly going over accounts with Nature, as well as to make those accounts balance for the next day; to show lesser liabilities and greater assets in the "health" business as you recede farther and farther away from your tobacco days.

You must ever remember that you are an eventual winner. It is absolutely imperative that you succeed. If you should lapse and weakly fall again, even temporarily, into the clutches of your enemy, you sacrifice your self-respect and a multitude of other valued possessions, the most precious of which is health.

But you will not fall!

Selah!

DICTUM XI.

Retire and arise early.

One of the grandest axioms that you ever learned when a child was:

"*Early to bed and early to rise*
Makes a man healthy, wealthy and wise."

There are several cogent reasons why I direct you to take up this couplet and to sing it over and over again, figuratively.

You have entered upon a new epoch in your life. The ejection of Demon Nicotine is but a detail.

Why are you ridding yourself of the tobacco habit?

Your answer is that you possess so much self-respect and ambition that you wish to improve your whole life.

Very well—I understood this even before you started—so let's make a splendid job of the whole thing.

Change your mode of living just a little. The more irksome it is, the more evidently you need to follow this Dictum.

Go to bed an hour or two earlier, so that you can arise rested and refreshed, while sluggards are still sleeping.

Suppose you are accustomed to getting up at seven and to be at your work by eight-thirty. Change your rising hour to six (or five-thirty) and retire early enough to make this change easy. You must not rob yourself of sleep.

If you are habituated to late hours it may take some self-control to get you into bed on time, but you can manage it despite worldly allurements. The more seductive they are, the more's the reason for tying yourself to your new code.

The early morning finds you awake, shaven, dressed and thrilled with that exuberant tingle which comes with early rising. There's a distinctive pride about it, too. Here's your time for that exercise. Take it before breakfast and you'll enjoy the benefit all day—in years to come, as well.

If you're sure of having ample opportunity for exercise later in the day, you may turn your thoughts to practical use. When I do my writing my spirits are attuned to the glorious symphony of the happy morning birds.

As I pen these lines my clock tells me it is a quarter past six. It was no effort for me to hop out of bed more than an hour ago, for I was asleep by ten o'clock last night. Six or seven hours are enough for me. If *you* need longer sleep regulate it consistently.

By breakfast time, an hour hence, I shall have accomplished as much as some will do in the major part of a day. I am undisturbed—my thoughts are concentrated—and the music of Nature is wonderfully inspiring.

How does this ancient "early-to-bed" rule apply specifically to overcoming the tobacco habit?

It throttles the habit because it bids you *rest;* and repose is the arch foe of almost any insatiable desire to "raise Cain" with yourself. The "early-to-bed" practise conserves your energies and disciplines them. That is to say, it strengthens them. Strengthen a man naturally and you fit him to fight off a weakening appetite that is unnatural. You double his efficiency for good, because you multiply his power to conquer evil. Sleep—normal and sufficient—does this. Man replenishes used-up energy and replaces wasted tissue. Yes, Nature's most wonderful healer does even more. Every time it gives the tired muscles and nerves and organs an adequate vacation it helps toward giving the tobacco craving a permanent layoff.

So follow this Dictum and secure this sleep. It will help start you to become the master of yourself and to stay so. Once you are that, the lure of tobacco will be nothing compared with the attractiveness of THE HIGHER LIFE.

When a man comes back to normal power and force he is clean and stays clean. It is a work that endures. Bad habits are not to be overcome merely by wishing or whistling. It is a gentle but positive battle of manhood that has to be fought

in the open field. Yet it is a bloodless and a happy fight—a veritable triumph of joy. If you are faithful to what is told you in this book, *you can be free.*

You can walk the streets and not fear the world, the flesh or the devil. You can come back and win your spurs in the game of life against all comers.

It's up to you!

Selah!

DICTUM XII.

Protect your eyes.

From defective eyesight to tobacco. Or from tobacco to blindness! These seem like long leaps, yet they are not so far apart as one might suppose.

We need not trouble ourselves here with the fact that tobacco is a recognized cause of *amaurosis*, a total or partial loss of sight without apparent organic defect—a form of nervous blindness. The reason we need not discuss this, is that by getting rid of the tobacco addiction you are removing yourself from the risk of going blind through it.

So we will deal with the reverse effect—how eye disorders have a tendency toward causing tobacco habit; therefore, why the eyes should be protected.

It is well known to medical authorities who have examined the subject thoroughly that where eye-strain and other ocular troubles exist there is a strong tendency to use something of a drugging character, such as alcohol, opium or tobacco. Usually it is the latter. Even young boys who have eyestrain show an aptitude toward the smoking of cigarettes in a greater percentage of cases than those whose eyes give them no annoyance.

Tobacco is sought for the double purpose of dulling the pain or nervousness and for serving as a solace when the eyes cannot be used.

If, therefore, your eyes are giving you trouble, lose no time in consulting an oculist and in following his advice. He may prescribe glasses; or he may surprise you by stating that there is no organic defect, and that your remedy lies in a general improvement in your health. If so you may frankly show the specialist this volume and tell him you are already on the job.

There are several rules that you can safely follow under any and all circumstances. These are given below.

Avoid reading printed matter in fine type or that which is poorly printed. Those books or newspapers which are issued in exceedingly small print may be cheap in price, but there is a liability of expensive consequences.

Do not read steadily for long periods. Rest your eyes occasionally. Close them or look into space.

In this age of "reel" pleasure remember not to gaze too intently and for too long a succession of minutes on the swiftly changing films. Take your eyes off the "movie" canvas occasionally and rest them by gazing into blank space.

When the eyes have been exposed to wind or dust, they may be washed gently in diluted witch-hazel extract or a weak solution of boracic acid. The latter is also good for minor attacks of inflammation of the eyes.

Don't read under the glare of a light beaming flush upon you. Faulty and unscientific lighting has caused defective vision in countless persons, who have in consequence resorted to tobacco, alcohol and other dangerous alleviants.

Practically, as well as figuratively, the eyes may be considered the windows of the soul. They are man's most needful sense organs and the most delicate. It is through them that we gain our first impression of every manifestation of life, and form our earliest mental judgments of people, things and ideas. Eyes are man's foundation-educators. What we learn through them remains in our memory. We visualize a landscape, or a sunset, or a face, far more indelibly than books and teachers and blackboards can impress them upon us.

So let us give our eyes proper and consistent care—ALWAYS. Let us remember that eyes, unlike tired muscles and disturbed nerves, are not replaceable. Let us subject our eyes to no unreasonable work, no strain, nor unhealthy living conditions.

Let us do all this primarily for our eyes' own sake, but also to aid in the complete extirpation of the debilitating tobacco habit so often born of some visual ailment or other.

Selah!

DICTUM XIII.

> *Cultivate and persevere in cleanly personal habits.*

You ask what have personal habits to do with the tobacco habit? Very much. The acorn and the oak are not more closely related. If your every-day inclinations are cleanly, they will—through sheer force of suggestion—tend to keep you from tobacco habit or any other practice that isn't cleanly. *The trend of most manners in us will be the trend of our life.*

So in this Dictum I press home to you that trite maxim: "Love the clean and live it."

It is not for me to suggest the good old rules of mother days, to clean your teeth daily, gargle your throat, comb your hair, brush your clothes, polish your boots, bathe frequently. At all times preserve a neat deportment.

But I do ask you, in the words of the witty Irish sergeant at inspection drill, to "Step forward from the ranks, begorra, and look at yourself." "*Appearances oft proclaim the man.*" Are yours up to standard?

I know of a case where a man in a business office failed to get promotion for two years because

he paid scant attention to his employer's hints to the effect that he should come to the office properly shaven and wearing a suit that was pressed with reasonable frequency.

Promiscuous spitting is a disgraceful habit.

A form of moral cleanliness is an avoidance of profanity. To take the name of the Maker in vain is neither manly; nor can it be helpful to one who is striving for success.

You know wherein you are deficient in cleanliness of method or manner, and it should now be your object to attain the highest possible standard.

In doing so you will find that your tendencies turn against the use of tobacco, for that is an uncleanly habit.

Selah!

DICTUM XIV.

Endeavor to avoid conditions and contacts that tend to disturb you.

There are some disagreeable persons and things which cannot be entirely avoided. But there are many which can be; and you may save yourself annoyance by heeding this Dictum.

You know individuals who seem to enjoy making you feel uncomfortable. There are myriads of this perverse species and we are all acquainted with some of them. Sometimes it is a close relative who ought to know better. Another sower of friction is the class of so-called friends who, with more persistence than tact, attempt to cajole you or cheerfully browbeat you into doing something, or taking something, or going somewhere, ostensibly for your own good, whether you want to or not. And you know better all the while!

It may strain a sentimental bond or two, but it is a duty to yourself to keep away from persons whose actions, talk or personality bore or irritate you needlessly.

Shun also those things and conditions which touch your life, but are not best for you. For example: don't tolerate an overheated room

needlessly when you know that a headache will probably follow. Don't eat what you know is not good for you, or at a late hour, merely to seem polite. Civility and indigestion are not twin brothers.

Do not attend a festive function merely to oblige somebody, and then embarrass yourself all the evening by playing the "wall flower."

Do not overspeed your automobile. To do so is obviously to invite the risk of arrest and court action or serious accident. The joy exhilaration is temporary, but the injury may be permanent.

Unselfishness is a fine virtue, but when it comes to listening to some kind of music or attending an entertainment that is uncongenial to you, it is discretion to be a little selfish and gratify your own feeling. At any rate, do this as often as you consistently can without causing actual discord from some other direction.

Avoid remarks that sound caustic, sarcastic or overwitty. Harmless in themselves, they may innocently precipitate controversies more or less animated. They may react upon you like a boomerang. Sarcasm is a stupid form of cleverness.

The saying "Don't knock; boost," is a mighty good one. If you talk ill of others you may bump against a retroactive effect. Whenever you say good things or keep discreetly non-committal you do yourself no harm and need fear no disagreeable after-effect.

Do not enter into obligations or take up burdens unless you can see your way through. Do not

worry yourself with speculations in the stock market when investments are available that offer you security with fair dividends plus a feeling of contentment. If you have a limousine tendency on a trolley-car income, compromise on a bicycle or Shank's mare. You will be better satisfied in every way if you do.

I saw a man yesterday; he was sallow and anemic looking, puffing nervously on a black cigar. We recognized each other and had a chat at the street corner. He told me how he had become a nervous wreck through business disaster caused by endorsing the notes of a friend. This friend had failed and the burden was thrown upon my narrator. I asked him a series of questions. In his answers he admitted that he had needlessly done the favor which had ultimately caused him the trouble. He acknowledged further that he had been worrying about the risk for several weeks before the crash came, and that he had been smoking heavily in an effort to solace his nerves. Thus he had doubly injured himself by his heedlessness.

Heated discussions on politics, religion and persons' characters or motives are best avoided. You are not a mollycoddle but a sensible man in following this precept.

Adopt the course of least resistance when you can consistently do so. This rule does not intimate that you should become a coward and run away from life's duties; nor should you hesitate in carrying

out any worth-while plans that you have considered carefully.

You ought to conserve your energy for useful ends.

Do not fritter it away in unnecessarily doing or inviting things that bring you neither peace nor profit, but, on the other hand, annoy or distract you, thereby lessening your powers for good.

Selah!

DICTUM XV.

At the end of two weeks you are to discontinue the use of tobacco completely.

When two weeks have elapsed from the day you began faithfully to apply the Dictums in this book you are to cease completely the use of tobacco in any form, unless you have been such a heavy user of it for many years that you feel you had better wait another week—or even two weeks.

There is to be no compromise now. The "tapering-off" idea will not fit your case. It is one of those theories that sound well, but too often it turns out to be a delusion and a snare. Probably you have tried it yourself and know what a failure it was. Anyhow it must not be attempted in the Mac Levy System as taught you here.

If there is any craving, now that you have completely quit the use of tobacco, it will be comparatively mild, and you can easily tolerate it with the absolute knowledge that it will become less from hour to hour. Positively you must not yield now. Let Demon Nicotine have his little final kicks. They will become weaker and weaker. In a

surprisingly short time *you will have no craving whatsoever*—not the slightest trace of it. VICTORY!

Nevertheless, do not be in a hurry to put aside the Dictums, particularly those which make for better health and for tranquillity of mind. The fact is, I hope you will decide to make some of my more important rules a part of your daily life. You will ever afterward be glad if you do so.

Institute a house cleaning so far as it relates to your tobacco things. Cast away cigars, cigarettes, snuff, plug or fine cut—any and all. Throw out the pipes. Melt your silver cigarette case into a pretty card tray or an artistic chatelaine for *her*.

Turn your pockets inside out. Have your clothes cleansed thoroughly. Get the odor of tobacco out of yourself and surroundings. Purify the atmosphere.

For you to arise to-morrow morning without betraying even a trace of tobacco will be a positive relief, and rest assured you will find it so.

You have already begun to realize the benefit. You now understand the true inwardness of these rules which at first seemed like extraneous preachments.

It is a great thing to come back into a heritage of life that is real, to look into your mirror in the morning of each day and behold there a free man's face. You have been traveling toward the land of FREEDOM for two weeks; you have crossed its borders at last. I told you what a triumph it would be. Look back over the path you have just steadily traveled and see. Look down—way down

into the pit out of which you rose. What a long stretch into almost fathomless dark. The mire of your former desolation is at the bottom of it. What a hideous nightmare it was. You shudder as you think of it. What slavery and wretchedness all the while you were there. But that's rapidly passing. You're enfranchised already.

No—I am not inconsistent. You were still using tobacco up to to-day, but the Dictums have been beating it out, and Demon Nicotine is so weakened in power, while you are so much strengthened, that the ultimate and complete victory is not a matter of doubt. It is a certainty.

It seems most wonderful how you have been escaping from slavery by such a simple route. Yet you did. I told you that you could and you believed. Now you are here, a scot-free man. Isn't it fine? Isn't it refreshing? Stick! Stay where you are. Hold fast! Of course you will. The world is now a new place to you.

A new epoch began in your life two weeks ago, when you started to follow the Mac Levy System.

Behold now your increased power to do things as compared with the old conditions. Not so much trouble now for you to go through a day's work. You no longer dread to see the morning dawn. You feel in finer fettle. You more clearly recognize your manhood. You will soon like hard, knotty and twisted problems, for you will have a heart for them.

Your body tingles with increasing vigor—it wants to get into the fray of the day's battle.

Your feet are on the earth, good and solid. You have a feeling of confidence, you are no longer dodging hard places—rather, you are looking for them.

Your whole being is alive with energy and will soon be ready to drive with a will at all propositions.

You have frequently used the jocular remark: "This is the life." At last it surges to your lips in real earnest. It speaks with the tongue of Truth: "THIS IS THE LIFE!"

Continue to follow all the Dictums except the second.

Hit the high spots of cheerfulness. Scatter friendly words where they will be appreciated. Take what would have been to-day's tobacco money, buy apples and hand them to those who look hungry. Or give candy to the children. Earn smiles by deserving them. Be happy because you know how much better life is becoming for you every hour of every day.

Selah!

DICTUM XVI.

> *As a stimulant, take a cool bath followed by a brisk rubbing. As a sedative, take a warm bath.*

This Dictum needs no special elaboration. Neither are you expected to follow it according to any specific time schedule.

Keep in mind that if you have been accustomed to gain stimulation through your pipe, cigarette or other form of tobacco, you may satisfactorily employ a smart ablution—plunge or shower—in cool water as a safe and sane substitute.

Warm water is soothing to the nerves. It induces repose. When you feel that you need your favorite smoke to quiet your nerves, particularly when you wish to invite tranquil sleep, let warm water serve the purpose instead.

Don't become facetious yet, dear friend. It would hardly be good form to jump into a nearby fountain merely because you feel mentally sluggish while attending to your day's business. Nor would it be seemly for you to halt an important interview, to take a warm bath merely because the subject under discussion tends to make you nervous.

It is by no means imperative that a regulation bathtub be employed to obtain the tonic or quieting effect of water. There are numerous devotees of hydrotherapy who favor what is termed the sitz bath. This is taken by sitting in a basin of water, which need be only deep enough to reach the lower part of the spine. The bath may be taken in warm water or cool water, according to the effect desired.

A stream of cool water through a hose, directed upon the back, over the course of the spine, is another form of natural tonic that I employ with success. In tobacco cases I have secured very satisfying results, and if you can employ a similar thing (it is known as a Scotch douche) I advise you to do so. It is highly recommended by many eminent therapeutists.

Selah!

DICTUM XVII.

To pacify an occasional false craving for tobacco, use a harmless substitute.

As a matter of fact, you should have no further craving for tobacco after you have passed the fifteenth Dictum.

You may have a little restlessness of the nerves (particularly the pneumogastric nervous system, as it is known), influencing the stomach and throat. There might be a temporary tendency to sleeplessness for a brief period. If you have been a strenuous user of tobacco, you may feel a gnawing sensation; or you may have some of that "heartburn" already referred to.

Don't be foolish—these are not demands for tobacco. They are the last vestiges of the bad effects of tobacco; and you must remember that while you may think further indulgence in tobacco might calm you, it would only aggravate the irritation.

The delicate organs of your body have been needing peace for years. They are part of your hitherto enslaved physique; and they must be kept free from insidious attack, so that they may recover and remain free thereafter.

To use tobacco now for the purpose of quieting what is actually a stomach disorder would be as improper as if you were to encounter some poor fellow who has manfully fought the liquor habit and give him a pint of whiskey when he appeals to you for food and rest. You wouldn't be so mean and cowardly as to put the reformed drunkard back into his old life by making him drink whiskey instead of a bowl of nourishing, stimulating soup. Ergo; don't be mean to your own vital organs. Give them what they *need;* not what you think they ask for.

You will not need to bother very much with your inner man. The Dictums that you are so faithfully following—particularly the rules pertaining to what and how you eat and drink—will probably suffice.

One of the best substitutes that I know is chamomile tea—the kind you used to get when you were a small child. You need not be ashamed to use it now. Obtain the dried chamomile flowers and make a diluted decoction, the same as if you were preparing a cup of ordinary tea. You'll not need to sweeten it and add milk now, however. This tea gives relief quickly and is good for various forms of nervousness. It is perfectly harmless when used in the ordinary way, and I know of no medical work or case wherein any drug-habit tendency is attributed to it.

Crystallized ginger will serve the twofold purpose of giving you a satisfying sense of warmth and imparting an agreeable tang to your palate.

A little box of this preserved ginger can be easily carried in your pocket. It would be quite in order to nibble at it when you are in the company of others who are using tobacco. On such an occasion you might be pressed to have a cigar or cigarette. This invitation should meet with a gentle but firm refusal, accompanied by another nip of ginger, to ward off any tendency to look wistfully upon your old enemy.

If you are dining with friends, and feel a mild longing for a cigar or cigarette (undoubtedly due to the association of ideas rather than to any stomachic condition), get an oyster on the half shell, sprinkle it with plenty of salt and paprika and swallow. The "bite" will remove your craving and will also switch your mind to something else. If the dinner has proceeded beyond oysters, you will obtain the same satisfying effect with a piece of cheese or bread similarly seasoned with condiments.

In a way you will recognize in this feeling the fag end of an automatic habit of doing something with your fingers and jaws, rather than a craving for anything in particular. In the beginning of your freedom, therefore, humor these impulses of the motor nerves—but do nothing injurious. You will soon be self-possessed again.

There are several roots that can be chewed with satisfaction to remove a gnawing feeling. Their flavor has as much snap and gives as much solace as tobacco. They are, of course, quite harmless, and, withal, have a beneficial effect therapeutically.

Among them may be mentioned gentian, sassafras, lovage, licorice, flag and marshmallow. Gentian being the sharpest in taste (and a tonic as well), is likely to appease your palate and stomach best, if you have been addicted to chewing tobacco.

In youthful days did you ever use dried sweet fern in "cigarettes" or in a clean clay pipe when you were pretending to be a "real man"? (What a travesty on manhood!) You can safely return to that harmless plant now if you ever imagine that Demon Nicotine is slyly beckoning you back into his clutches.

Some physicians advocate as a temporary substitute the smoking of dry tea in a clean pipe. This is harmless enough within reasonable limitations, but I am disposed to look upon it with disfavor because of the psychological suggestion of keeping a pipe handy.

If you miss your pipe, cigar or cigarette, chiefly because you have been accustomed to their presence in your mouth, remember that this nostalgia won't last. It is easy enough to wean yourself of the feeling by a slight mental effort; and this can be aided by your carrying a cork, a small stick, a straw or something else of this kind in the mouth.

Chewing gum is a safe tobacco substitute if used to a moderate extent. A gum with a tart flavor can soon prove itself as satisfying as a quid of tobacco or a strong cigar to the man who has been faithfully following the Dictums in this book.

Chewing gum has a legitimate remedial purpose to fulfil. According to excellent medical authority,

digestion is aided by the chewing of gum. It is also said to be helpful in reducing nervousness and in promoting an optimistic turn of mind.

You may detest the sight of a gum-chewing individual, but that person is never sullen. In the Great War it has been proved that chewing gum is a satisfactory substitute for tobacco, and a goodly percentage of soldiers have learned to prefer it, although they never had any intention of combating the tobacco habit.

There need be no fear that the gum habit will get you in its clutches like tobacco addiction. Even if you were allowing yourself to become a public eyesore by chewing gum incessantly in the presence of others, ask yourself if you would actually appear any worse than if you were smoking or chewing tobacco. So don't worry about the esthetic phases of gum chewing.

The eating of candy is a good enough substitute for tobacco. At The Farm chocolate cigarettes are handed out to those who ask for them—and I frequently have to order a fresh supply.

If you were habituated to chewing, it required the more or less incessant activity of your jaws while you were awake. There's no reason why you need stop this customary exercise suddenly. For the present resort to chewing the roots mentioned, or gum.

It is utterly foolish to spit out one of the innocent substitutes here recommended and declare that it has no taste, that you don't like it, or some other similar remark. To begin with, you must

acquire the new taste. Your palate has been abused by tobacco and its condition is coming back to normal. You will soon find that the tingle of tobacco is being adequately replaced, and eventually there will be no call for it or anything like it. You will be fully occupied with working, playing, eating, thinking—living a life worth living.

The necessity for these makeshifts will become less and less. That's certain. In a few weeks, at the longest, they will join tobacco as a memory of the past.

Selah!

DICTUM XVIII.

If you have a tendency to sleeplessness do not take drugs. Combat it by natural means.

When I first met Margaret Maguire I couldn't converse with her intelligently, for Maggie had just come from the Old Country, and I first saw the light of day in the New Country. We made the start—she as my nurse and I as her troublesome charge.

Maggie is with me yet. She saw me reach manhood, and nowadays she is watching my children grow. It is important in this chapter to say also that Maggie has been the good friend of a veritable legion of guests at The Farm, most of whom have come with a "peck of troubles" and gone away with a "bushel" of health, serenity and power to begin newer and finer careers. Many of them also carry away a golden treasure of "do's" and "don'ts" born of a life rich in experiences, issued from the wise brain of sympathetic Maggie.

A fine, unerring observer is Maggie. She can foretell to-morrow's weather better than most professional experts, and when prognosticating about

the coming of spring, even the traditional groundhog had better look to his laurels.

But it is on the question of sleep—other people's sleep—that Maggie waxes eloquent. She is authority for the statement that when an infant I slept an average of eighteen hours per day. I needed every minute of it, she assures me. Having observed a like sleeping tendency in my two children, and after discussing the matter with many a medical man, I am certain we may accept it as a general rule that babies need more sleep than children, and young folks require more sleep than adults.

Maggie says that while the youngsters need their sleep in long stretches, the older folk do not seem to awaken (that's Maggie's little pun) to the fact that they can get along with considerably less. The notion seems to be that one should sleep from the time of going to bed—whenever that may be—until the first call for breakfast has been sounded. Personally, I average going to bed at half-past ten o'clock and am up between four and five, always having a plenitude of sleep. The normal limit before the age of thirty and after reaching sixty has been found to be eight hours; between thirty and sixty, seven hours—or six. Circumstances alter cases. You may need a little more or less.

Yet there are those who imagine something is decidedly wrong if they crawl into bed about midnight and do not sleep straight through to seven or eight o'clock the next morning. If they happen

to lose an hour or so during the night they worry about it. In the morning they interpret a little drowsiness as a bad sign, and go around telling their tale of woe about insomnia to those who will give them maudlin sympathy.

The fact is that, generally speaking, they are getting sleep enough, and they are peeved because they cannot impose upon Nature.

Coming to your case now, friend—how does your bed carry you through the night?

Are you one of those who imagine you must lull yourself to sleep with a smoke and then awaken in the night because you need another smoke—or a chew?

Well, let's quit that notion right now. Eliminate tobacco from your mind as you have from your physical life.

If you cannot fall asleep, or stay so, as readily as you might, by drugging yourself with nicotine, just be as calm as you can and never mind if you stay awake. Think negatively for a while—that is, relax. Invite a sense of oblivion. Don't worry if you are awake all night. Don't be alarmed if you remain awake another full night—or yet a third. You'll not have a fit nor will you go crazy. Nature will triumph over Demon Nicotine and you'll make up for all the sleep you have lost.

Or, on the other hand, you may retire with your thinking powers normally clear, but your brain so surcharged with ideas that you find yourself in the quiet dead of night cogitating—revolving thoughts, engaged in a wonderful feast of mental

acrobatics and air-castle building. Don't be alarmed. It's not a serious symptom. The brain, like the individual, sometimes will flout union-labor rules and work overtime. But rest will come surely, pleasurably, sufficiently—if you are living right.

Artificial aids to sleep—the safe kind—are several. Here are some:

A short brisk walk before going to bed.

A warm bath.

A hot-water bottle placed at the feet after retiring.

Reading of light literature.

A cup or two of chamomile tea.

A glass of buttermilk.

Soft and sweet music.

Fresh air in plenty. Try sleeping outdoors or on the sleeping porch.

Deep breathing.

Light exercises.

If you have a hankering for it, a nibble or two of food before retiring, with the fixed mental reservation not to eat a hearty meal too close to bedtime.

Thinking over the pleasant episodes of your career.

Thinking of what you will do when you settle down after your coming prosperity.

Silently repeating: "I sleep—I sleep," as if guided by the slow swinging of a pendulum.

Picturing in your own mind a great number of sheep hopping one at a time over a hedge. Count them.

Imagining a flock of graceful swans serenely gliding in single file across peaceful waters. Count them as they slowly pass you.

And before you tumble into the Land of Nod remember Maggie's sage remark—that you are doubtless expecting too much sleep at your age anyway.

Selah!

DICTUM XIX.

"This above all: to thine own self be true,
And it must follow, as the night the day,
Thou canst not then be false to any man."

Hold fast to your purpose. It will grow easier the longer you persist in carrying out your program as set forth in the foregoing Dictums.

Do not be evasive when a friend offers you a cigar or cigarette. Express your thanks and tell him bluntly that you have quit tobacco to benefit your health and mentality. Mention casually how much better you feel. Let your stand be so plain that he will respect and admire your action. He is bound to do so if he is a genuine friend. If he is not—why worry?

You have now acquired the moral courage to make a stand in the presence of temptation. You will not be such a weakling as to show the white feather and permit yourself to be coaxed and cajoled by unthinking friends into yielding to the seductions of an old enemy.

It is important that you avoid a tobacco environment during the early days of the period that you are holding your enemy at bay, lest thoughtlessness on your part shall encourage him to the attack

again. All else being equal, it is better to frequent places where tobacco is not used. By submitting yourself to the atmosphere of refinement you will be doing a thing both sensible and lastingly beneficial.

In a railroad train avoid the smoking section, where the air is polluted by tobacco stench. Other men's smoke is physically harmful, too, by reason of the poisons in that smoke filling the air.

To be a moral hero is as noble as to be a physical hero. Even if you are not applauded by the crowd, you will receive ample reward from Nature. And, what is more, you will have earned the unstinted approbation of your self-respect. *In the diadem of character no jewel flames brighter than self-respect.*

Everybody detests a moral coward, and if you were to allow yourself to become one now, on your head would fall both the blame and the detestation. *You* would have a mighty poor opinion of yourself.

Remember, this steering clear of tobacco surroundings isn't just a trick test to see what you can do for the sake of idle satisfaction; on the contrary, it represents your aim to be true to yourself, to lift your habits into the sunlight and the health light.

This is your opportunity to make a memorable improvement in your life. Do not let your foot slip.

Selah!

DICTUM XX.

> *Seek recreation of the kind that suits you best, and which is consistent with maintaining good health. Take pride in your renovated mental and sentimental atmosphere.*

Give ample thought to that part of your life which includes relaxation, recreation and contentment.

Let good-cheer thoughts prevail.

Don't regret the past; be glad of the glorious future that's in store for you.

What I say here holds good from the hour that you begin to combat tobacco habit—even while using the "weed" and going through the process of preparedness prior to quitting its use absolutely.

After you have adopted Dictum XV. the benefits will become more strongly obvious from day to day.

Your health is fast improving. Your body thrills with better blood. You have more vigor and strength.

The old lassitude is going—that feeling of exhaustion, that depression, that stupor, that "all-in"

sensation. You have a new joy of conscious satisfaction in your bodily functions, an experience you have not known for years. While before you were a cringing slave, you are now a prince coming back into your own. Your system feels wholesome, inside and outside; you know anew—or perhaps for the first time—what life really means.

Your digestion has been growing better all the while. Your stomach is no longer rebellious, but works peacefully. Your liver is serving you more normally. Your kidneys are doing better. Your skin is clearing of the tinge of the old habit. It is simply a miracle the way you feel. That is the way Nature intended you should always feel. It makes life worth living to be imbued with the zest of freedom and power.

What about that mind of yours? Compare how it serves you now with the confused, muddled, uncertain, erratic way it used to work—that mind which is now becoming as steady as an up-to-date hall clock. To-day it works more freely, gladly and strongly. It seems like a new piece of mechanism when you think of the old way it used to "rattle" and "skid" and fail you. And I say this with the knowledge that you are only beginning to conquer the tobacco habit.

The change is so great you can hardly believe yourself. But it is real—it will last, too, and it means that you are on earth again.

You have less qualms about the business. You can think and drive things ahead better already. You are getting away from the ragged edge. You

are hounded less and less by imagined fears. You need not wrestle any more with the nightmares of nervous doubts. YOU KNOW where you stand.

When your pay envelope comes you need no longer apprehend that you may find a note in it to the effect that your services are no longer needed. You are now mentally more efficient and unafraid. Every day finds you in better form.

This fine condition of mind is now becoming a fact with you; but it never was even possible while you were under the influence of the tobacco habit. This is the big thing in coming back. You are now a man with a mind.

A wonderful thing is your *conscience.* It feels very much easier. You are already holding yourself in higher esteem. You are beginning to see the finer side of life.

Your ambition is beginning to assert itself. You have always wanted to do bigger things. You would like to make a record. And you will do it if you persevere.

Watch yourself closely. Pay attention to even the little things.

Gambling is not a good recreation. It cannot steer you in the right direction. In fact, there is no real satisfaction in doing anything for pleasure which has the taint of immorality. There is almost invariably a disagreeable "come back" of some kind. The world is full of wholesome means of recreation—those pleasures which make for better health combined with respectability.

Let this good work go on. Keep in the company of the right kind. You know better than anyone else the persons whom you can trust.

No man ever became great through his own unaided efforts. Every man who has done big things has relied more upon others than the world knows. Keep this ever in mind and make your connections accordingly. Why not seek recreation where you will meet those who can help you in your upward progress?

I wouldn't like to think (presuming you are a man) that you scorn the influence of womankind; but if so you must reform. You cannot continue blithely through life without the smiles, the soft encouraging voice and the intelligent comradeship that emanate from the gentler sex. Those men who try to do without such atmosphere and such inspiration are the mean and selfish ones; and the end of their lives is spent in vain regret.

Don't wait until people are dead before saying kind and gracious things about them. Strew their *living* path with roses. I recall a sweet little quatrain from my schoolboy days which read something like this:

A little word in kindness spoken,
A sundrop or a cheer,
Has solaced many a heart once broken
And made a friend, sincere.

Make the sentiment of this simple little verse one of your every-day mottoes. Be considerate. Be kind. Gild your life and the lives of those that touch yours with the radiance of heart good-

ness. Study how you can compliment those about you who do worthy things. Watch their smiles of appreciation and consider how good you feel in having added another ray of sunshine to somebody's life.

Don't use flattery; that is foolish and needless—sometimes it reacts harmfully. *Employ genuine praise.* Use it consistently, intelligently, discreetly. Practise emitting the magnetic rays of cheerfulness. Use them when talking and writing and toiling. Send gladsome soul vibrations everywhere—to every heart. *The heart doesn't throb that isn't thirsting for sincerely kind and encouraging words.*

Incidentally, when this book has served its purpose, write and tell me so. If you have interesting or helpful experiences to recount, tell me of them, too. A letter from you would gratify me very much.

In conclusion, let me leave these parting words:

Increase your circle of worth-while friends.

Enlarge your scope of wholesome entertainment.

Enjoy your leisure moments as befits a truth-loving, health-conserving, character-building individual.

Be worthy of your hire.

You've made a fresh start in the world of reality. Be a Man among Men!

Selah!!!

The Dictum of Dictums

If you have a religious belief—and I sincerely hope you have—here is the most valuable Dictum of all.

Pray daily to God for whatever aid you may feel in need of, to help you in the simple task of following the rules in this book to a victory over the tobacco addiction.

That God will answer these prayers is certain.

When you are free from the awful thraldom—filled with the exuberance of good health, a clear mind and the true joys of life—add a few words to your daily prayer, that God shall show others the way to longer life and contentment, particularly that He shall stay our boys from ever acquiring the tobacco habit.

And do not be self-contented or feel that your duty is done merely because you are uttering a daily prayer.

Put your knowledge to good use. Talk to the young boys kindly. Keep them from making the error of starting wrong.

Talk to those who are already addicted. I mean men of any age. Seek particularly those who are ailing without knowing just what the cause is. Find also those who are unable to obtain advancement and are gradually going backward, yet who cling fondly to their tobacco. Go out of

your way to meet those who, through the voluntary senseless bondage, imagine they prefer tobacco smoke and profanity to wholesome surroundings of refinement. Explain to them the real nature of tobacco and the injury that it does. Awaken their interest. Tell them of the miracle that was wrought within you.

Loan your copy of this book to those who cannot afford to buy one, until it has become ragged through wear and until you can proudly say that you have saved a dozen of your fellow men.

Then you will be able to face your God and Man with the knowledge that you are doing your duty.

This is the Dictum of Dictums.

Selah!

To Women Who Are Addicted

As a matter of convenience the text of this book is addressed to men, but with minor exceptions it can be applied equally to women.

Out of every *hundred* tobacco users *three* are of the female sex. This is a fair average. The percentage has been gradually increasing. Let us hope it will turn to a steady decrease.

Women who use tobacco at all usually favor cigarettes and snuff, although all other forms of tobacco are indulged in to some extent. Geography plays an important part in this differentiation. In the big cities, among women of ultra-modernized tendencies (good or bad), the cigarette is a favorite. In manufacturing localities, where large numbers of women are employed in mills and factories, snuff "dipping" is a popular practice. In Spanish-speaking countries cigars are smoked. In Scotland and in some parts of America old-fashioned clay or cob pipes are used. Tobacco, in the usual varieties of plug, twist, etc., as well as the snuff form, is used by a rather large number of the women folk in some parts of America.

I shall not dwell at length upon the unusually serious harm that an immoderate indulgence in tobacco inflicts upon the feminine sex. Let me mention a few items. It tends to destroy beauty. It gives the skin a sallow, unhealthy hue. It takes

vitality and lustre from the eye and tends to necessitate the wearing of glasses. It undermines strength and saps energy. Moreover, it devitalizes and debilitates even the sturdiest and healthiest of women. It retards the normal functioning of the delicate organs. It has a harmful effect upon offspring before and after birth. It is even a potential cause of sterility itself.

On the mental side an intemperate indulgence in tobacco operates with equally disastrous results to health and happiness. It causes and intensifies irritability. It induces hysteria. It leads to headaches and dizziness. It impairs the memory. It occasions nightmares. It frequently leads to shattered nerves or neurasthenia.

Tobacco brings in its wake certain emotional disturbances that act as a blight on woman's career and are a bar to her birthright to joy and contentment. It has sometimes even aided in making a person *non compos mentis.* In short, the tobacco addiction in a woman is a horrible curse, spiritual as well as material, until it is overcome.

The foregoing facts are put mildly. I could cite nearly all the long series of ailments (due to excessive use of tobacco) that come upon men and show convincingly how much more strongly nicotine and its kindred poisons affect women.

Next we come to the social aspects of our theme. I doubt if cigarette smoking ever helps a woman toward gaining success, and I am afraid it frequently has the reverse effect, for the sterner sex is not recruited from a race of fools. Men

want healthy mothers, healthy sisters, healthy wives and children. Men want women folks who are right, who look right and who live right. They're not content with sentimental memories. They require the soothing and sympathetic atmosphere of live, healthy, modest, womanly women. They have placed woman on a pedestal, endowed her with all the softer virtues, with modesty and grace and gentleness—with delicacy and purity. Manly men have made woman a paragon undefiled and undefilable. What can they think when they see this idol shattered, and behold a woman languidly puffing away at a cigarette, polluting her system with the poison?

Where one man may frankly approve or be indifferent to a woman's indulgence in tobacco, a dozen will either inwardly or openly denounce it.

This addiction of woman to man's vice is more than deplorable. It is conducive neither to conjugal felicity nor to that mutual esteem which ought to exist between the sexes. Man's admiration and love rest on respect, and respect springs from the knowledge that she—the woman—deserves the pedestal on which he has reverently placed her.

By all means, ladies, contend for your rights. But pity the fact that men have been exposed to and laid low by certain vices, and rejoice that your woman's world is wholesomer, cleaner, better; that you have the start in the truly modern ideal of keeping oneself immaculate. That is your mission. Keep to it.

Sensible men in great numbers are everywhere waking up. They are getting rid of tobacco thraldom. Surely you are too progressive a woman to hold to what others discard.

If you, dear madam, are addicted you have my sincere sympathy. I could easily devote a whole book to the subject without visiting one word of blame upon you. I have been made acquainted with innermost details in the lives of many women so addicted, *and I know* that they have become enslaved through no initial fault of theirs. Such women merit sympathy, not censure. But commiseration is not genuine unless it is translated into encouragement. We accomplish nothing by mere vocal regrets. I want you to make a new start—become a courageous, brave and successful woman again. You can and must do it. This book will help.

It makes no difference what your occupation is. You may be an actress, writer or other professional woman; or you may be connected with business; or you may be a factory employee; or perhaps you are the woman-at-home. Life will take on a new aspect when you determine to quit the use of tobacco and begin following the system described in this book. You will be able to do better work —and more of it.

You will build higher ideals for yourself—and fulfil them. Now is the time to determine to win that for which you have devoutly wished.

This is the transcendent moment for you to draw a long cheerful breath and let a genuine smile find

its way to your countenance, for you now hold the key that will release you from the imprisonment, that will enable you to delight your friends, new acquaintances and valued business associates and family. Surprise them all by a newly gained superb appearance, due to improved health, calmness of mind, clear complexion, lustrous eyes, pure breath, clear conscience, self-respect, mental poise and general loveliness. You may make yourself feel and appear years younger if you only determine to do so—NOW.

The Dictums as given in this book can be easily adopted by you with any slight modifications that may be found necessary. I wish you to give particular attention to the taking of outdoor exercise. Never let cold or stormy weather be a bugbear. Don't indulge in too much horseback riding or bicycling. Also keep absolutely off the motorcycle, for this sport is not beneficial to women. Nice walks along interesting thoroughfares or through picturesque country, combined with cheerful companionship and the various convenient methods of open-air exercise, will easily suggest themselves to you.

You are what you make yourself!

A Talk to the Boy Who Smokes

It was at the beach. A number of boys were bathing. They were having great fun.

Three of the boys, in a spirit of bravado, started to swim to a point of land. It looked simple and easy. But they had been warned of danger and told not to be so foolish as to take such a risk—for Death had caught others there and was still lurking for new victims.

The boys, in their mistaken desire to be manly, and heedless of the danger, kept on. At a place where the sea appeared no rougher than elsewhere, the lads suddenly felt that they were losing control of their feet.

For the first time in their lives they encountered that danger known as an undertow. Experienced sea bathers know of it and they avoid the places where it is liable to exist. These lads, however, did not understand what was wrong. At first they fought to control themselves and to swim to the shore—only a few rods.

They were unable to hold against the terrible and mysterious foe. The undertow caught them and sucked them under the surface of the water, as if a horrible octopus had drawn them into its ugly maw.

Excited observers saw that something was amiss. Two strong swimmers jumped into a boat, pulled

sturdily and attempted to save the lives of those boys. One of them was dragged from the water nearly drowned. He recovered afterward. *The other two lads were drowned.*

Think of the agony of the parents and friends! Two boys who were finding life full of good things and who were growing into fine manhood, became victims of the cruel enemy that was concealed beneath the innocent-looking surface of the sea. Two lives thrown away. You will agree that the affair was horrible. *A tragedy without excuse.*

This brings me to the point where I can tell you about another danger which exists all around you. I mean the cigarette habit.

You learned it for the fun of the thing, probably in the spirit of "don't take a dare." You thought it would be manly to know how to smoke. You saw other boys doing it.

Now you have become so accustomed to cigarettes that you feel the need of them. They give you a sort of stimulation; or, if you are nervous, you perhaps smoke several of them to make you feel easy.

Now, my boy, do please take my words seriously; I am a man of wide experience. I have had the training of many boys as well as men. I know the effect of your cigarette smoking to-day, and I also know what the result may be if you continue.

The tobacco of your cigarette contains certain powerful drugs—nicotine and others—which act upon your body. They are poisonous. Your feel-

ing of stimulation, quietude or any other form of so-called pleasure obtained through cigarette smoking is false. It is as serious—only in a different manner—as if you were to deceive your nerves with whiskey.

Do you have nervous spells? Do you become dizzy at times? Are you unable to think as clearly as formerly? Is your memory failing? Do you have twitchings in the eyes? Is your skin becoming yellowish? Are you thin and emaciated? Do you lack the courage to look people squarely in the eye? Are you lacking in ambition? Do you have bad dreams? Are you unable to concentrate your thoughts? Do you sometimes have the feeling come over you that you are doing a serious wrong?

The tobacco habit—which includes cigarette smoking—has sent many a boy to an early grave, or has done even worse, by putting him in an insane asylum. Legions of lads have been ruined in health by cigarettes, and if you could realize that so many of the weak, broken-down unsuccessful men of to-day became so only through cigarette smoking, you would understand more clearly what I mean.

You do not wish to suffer. You do not want to inflict any anguish on your mother or your father—or on any beloved member of your family, who cares for you and protects you, and attends you in sickness and in health. You do not wish to enter into manhood with the terrible handicap of being weak in both body and mind.

If I were to tell you facts—giving you details of actual cases—I could fill a dozen books the size of this, and many a doctor, prison warden or asylum superintendent could do likewise.

Here's just one case, briefly told. A millionaire of New York had a son who, at an early age, learned to smoke cigarettes. The boy was unusually bright; he won high honors in school during his earlier years. Gradually the poisons of the tobacco began to spread their effects through his body and to undermine his health—working just like the treacherous undertow, already spoken of, that many a reckless young swimmer doesn't see, but finally feels, and is sucked under by. His memory failed; he lost his desire to learn; he had bad dreams; he was nervous, except when puffing at a cigarette, and his heart became weak.

The family physician said that the boy must leave school and go away for a rest. He went to a country place, but he did not allow himself to rest, for he continued to smoke cigarettes and his health continued to fail.

His mother brought him to me. He was a pitiable sight. His main thought seemed to be upon cigarettes and he constantly fumbled in his pockets, unconsciously seeking one. The bright young fellow had nearly lost his mind. He had gone too long. His case had become one for an asylum and he was taken away by his weeping mother. When I last heard of him he was still no better. A pathetic case of a fine boy who

became worthless to himself and to the world—the sorrow of one of the fondest of mothers!

Now, my boy, I want you to think of yourself and of *someone who is near and dear to you.* It was a mistake for you to learn to smoke. The other boys whom you emulated were misled just as surely as you were. It is not manly to be a cigarette smoker. It is an open advertisement that you are gradually ruining your health and that your value to yourself, to your employer and to the world is being lessened, little by little, but surely. Stop!

The fact that you are reading this book shows that you still have a good brain and that you can stop. Your time to do so is right now, and you have a grand opportunity to become a REAL MAN.

Since you are old enough to use tobacco you are able to follow the Dictums laid down in this book. You will find a marvelous satisfaction in them. You will be proud of yourself, and others will be proud of you.

You will become a life saver, too. I do not mean that you will be able to stand on the beach and watch over foolish boys who seek to swim in dangerous places. I mean that after you have found how fine it is—how full of pleasure is life—after you are rid of the nasty cigarettes, you will have a feeling of sympathy for the young fellows who are still killing themselves and you'll think of their mothers, too. Then you will tell them what they are losing by continuing in the habit and

what you are enjoying since you became free from it.

By helping other boys to help themselves along this right and sure road, you will prove yourself a manly boy, of character, strength and service—an efficient, worth-while boy, imbued with a fearless and patriotic spirit, who knows how to do a manly duty like a man, and who steps out of his boy's shoes to do it.

Such a boy deserves success in life and it is such a boy who wins it.

Looking Backward

Read this chapter any time after three months from the period that you freed yourself from tobacco addiction.

Although you will have improved steadily day by day, after beginning the Mac Levy System, and observing the Dictums, the more valuable benefits will manifest themselves when both your body and mind have been restored to a normal working basis. This becomes particularly evident about three months after the tobacco habit has been forgotten.

I feel sure that this perspective view will fit your case in many respects.

You have turned your back on the past. You have given yourself credit that you were a free man. At first the way seemed unreal. You doubted, you felt the uncertainty; then, as you perused the opening pages of this book more carefully, you began to understand. Your senses gradually became awakened and then you arose to meet the demand—*and you won.*

You see where you are to-day. It seems a far cry back to where you started, yet clocked by the calendar it was only a yesterday. You are to-day far above the former average. You feel it.

You can look further into things; you realize your development of perceptiveness; you have a

grasp of mind that you did not have just a bit ago. You know you are on your way to success. This is what I said would be. To-morrow you will be further on.

Look yourself over with care. Give yourself credit for the march that you have made. In the matter of your strength you feel stronger, and to realize this is to have power.

Instead of that heavy, sluggish, stupid feeling of your body, or extreme nervousness, or indecision that compelled you to drive yourself along, you have expression, freedom, and, above all, you have a well-balanced impulse to do things. Your body has the sustaining force to carry you along. How different this is from what it was.

It is a good difference. It is a real difference. It means everything to you!

Consider the working force of your mind. You realize at once an increase of power. You can think now; you could not think a few months ago. You see an idea more readily now, while at that time you had to grope for it.

You feel like thinking more broadly than before. You have good consecutive moments of thinking, where, before, your mind was filled with disorder and confusion.

You have ability to solve things, and you do solve them. While in the tobacco bondage you put them aside for some other time when you hoped to feel like doing them.

Your mind yearns for expression and exercise after its long imprisonment. You have a clear

head. It is not "cobwebby" or confused. It works with definite aims in view. You have an unfettered brain. It all seems to you mighty good. Now keep it. Keep that brain at its best. Do it by keeping yourself at your best. A habit-free man! I told you how good this would seem. As you look forward and upward you will find yourself *each day further on in your triumph.*

There is that delicious taste that you sensed this morning at the table. You felt good, you felt fit—fit to taste things, to notice flavors. You now have a real sense of enjoying your food. You recall the past, the dreary past, when nothing tasted very good. All flavors were alike, and they were all more or less bad. Yours was the "brown taste" that tobacco always did and always will give to a man. But that's gone. To-day you feel the gusto of eating because things are really good. *You like your food now.* You feel satisfaction during and after the meal, while before you felt indifference—even repugnance.

So you have made distinct progress. You have scored a notable victory by learning to eat properly. You see the reality of it all now. The glorious reality of this conquest over an unnatural appetite.

You have noticed to-day that your digestion is on time, not upset, not "at outs" with you. You have felt a peace in your stomach and digestive tract that for years had been very much missed. Was it not good? Just to have digestion quieted and on good terms with you for a single day was

mighty good. It was worth a million times more than the slight effort of learning to follow the Dictums.

You had your mind set upon conquering the tobacco-habit evil and you did it. You are mighty glad of what you accomplished.

I repeat—you are rising. You do not feel the rancor in your mind, you are not "on edge" all day. You have been a new fellow. It is splendid. It is what I meant it should be! It is the way I wanted you to feel. It is the one sensible way to live.

There is the delightful feeling that you are FREE. That you are not held up at every corner by your habit, to spend money, to spend time, and only pollute your breath and your clothes and the air about you, as a miserable reward. You have the feeling that you are a man, not a slave; a divine UNIT, not a decrepit, dehumanized shadow of yourself. *You are no longer toting a kit of bad-smelling tools with which to work up tobacco into ashes.*

It is simply *great*—this free feeling. It has in it a new sense of commiseration, too, for the fellow tied down; you seem to pity him, where before you just rated him to be as shackled as you were, when the habit was on you. Now it seems different and you wish he were with you and like you—emancipated. That is the way of it. Freedom wants all to be free with it.

You have a new joy in social life, too; a feeling of pride which you never had when you were a

slave to tobacco. You feel like the best of those folks there. You feel that you are there "till the play is over," and you know no reason for "going out between the acts." It is all new and fine and refreshingly wonderful. You never thought of it as you do now.

You find that people are more interesting than you ever found them before. They are real people. Formerly you thought of them with your tobacco-befuddled brain as mostly insincere and unreal. Possibly some of them were—you can discriminate better now. You are making new friends; they like you and they have a fresh interest in you. They smile with a deeper sincerity. This all adds joy to your day's return to normal living. You see now that it pays. I wanted you to see this, and you now know I was right. All you need is to go on.

Right on top of all this good feeling comes another joy. You find that your pocket money does not disappear as fast as it did. You can ascribe this added wealth only to the fact that you are now a free man and not a tobacco slave. You are proud of yourself, and the world—the once skeptical world—is becoming proud of you. You are a live producer, wealthier in the world's goods, wealthier in efficiency, and therefore more valuable to society.

And your thoughts—they dwell only on what is best. You find, for instance, that home lacks something, that it is not a completely furnished nest. You are missing there many nice things—

desired things—such as flowers, cheerful books, a pretty trinket or two. You did not care for flowers when you were in the thraldom, but now you feel like seeing them and you like to have them at home. You want to inhale their soft fragrance. This is a new breath of life which you must drink in. It is a natural thing for people to love flowers, but when a man is made unnatural by being a tobacco slave he does not even appreciate them. The natural man is a joy-loving being.

And what about your loved ones—mother, wife, sister, or perhaps children, for whom you seldom gave, or were able to give, a sustained thought? Maybe you didn't have the time before for the loving words and kindly encouragements. If you just add together the half moments that you were accustomed to squander lighting cigarettes and cigars and filling your pipes you will have time a-plenty henceforth. What is past is past, but now you will make up for those wasted moments in one lump sum of life-continued affection.

What little gift will please them? You know their little fads and fancies best. And with the generous instincts born of home love you will gratify them at last. What shall it be? A box of candy or an uplifting book or a nosegay or a dress ornament? Any inexpensive keepsake that carries your thoughtfulness and love will do. Their hearts are all grateful, and their faces, once tear-dimmed and careworn and furrowed, are now lit up.

This is the way it works—the triumph of the real man over his unreal self. It brings the best out of him; it brings, too, the best into him. He feels that he is on the right road. He knew always he was there, but had to trust himself to find it. You are now keeping tabs on the new joys and new senses of life that will awaken in you.

Keep straight on. Lift your mind and body to where you can feel the real normal life thrill and you will know what I mean. There are still finer things in store for you—bigger realities. You are still more and more of a man and you can prove it. There is no man who uses tobacco excessively, no matter where he stands in the eyes of the world's successes, who is as big as you are, free of tobacco. This may seem like a strong statement, but it is true.

There is nothing finer for you in this universe than the fact that you are your own destiny-shaper. Keep so always. Keep your habits, your health, and, above all, *yourself*, at the high tide of worka-day goodness—to-day and every other day—and you can truthfully exclaim, with the keen-visioned poet: "*Master of opportunities am I.*"

APPENDIX

TOBACCO: THE DESTROYER

A Compilation of Convincing Evidence

Is tobacco a poison?

Does it destroy or do serious injury to mankind?

Even if both the foregoing questions be answered "YES" by Science, is it not possible that the general harmfulness of tobacco habit is overrated by those who are opposed to tobacco?

These are fair questions. I am fair, too. I am not an anti-tobacco crank in the usual sense of the term. I recognize the tobacco industry as an enormous one. I know there are many excellent persons engaged in it. I have friends who are high in the councils of Tobaccodom. I hate quarrels or acrimonious debates. But, withal, I am a fighter against what my moral sense tells me is wrong. Therefore I must frankly acknowledge that I am convinced tobacco is a race poison, and that the trifling part it fills in human sociability is not worthy of consideration when compared with the vast amount of harm that it is doing to humanity.

In this Appendix I give facts. Everything is proven by "chapter and verse." I have covered the subject widely, being limited in the results set down here solely by my desire to keep this book under encyclopedic size. In these researches loads of opinions and beliefs have been discarded because

they were not scientifically conclusive, although, as a matter of fact, they were largely true.

At the end of the Appendix you will find the list of authorities from which the evidence has been compiled. The references are indicated by small elevated numbers; as, for example, I mention[1] that, according to one of the most recently issued volumes by a recognized authority, tobacco can be worse for the users than opium or its derivatives, including morphine.

TOBACCO IS A POISON

Where shall we find the information as to what tobacco is?

One place to find it is in any list of *poisons*,[2] and you will observe what are the antidotes, and so on, as in the case of all other poisons.

One place where you will *not* find it is in the official pharmacopœia (the government's list of official remedies); for while, in the old days of medicine, tobacco was occasionally used to counteract intestinal spasm, as in strangulated hernia, it was found so dangerous—in fact, this is how we have most of our records of its directly poisonous action—that doctors have long ago tabooed it. Nor will you find tobacco recorded anywhere as a food.

When you have located tobacco among the poisons, and want to know more about it, you learn this: Tobacco is a plant of the family called *nightshade*,[3] including such relatives as *belladonna* and *henbane*.

Webster says[3] tobacco is a narcotic. Here are some other narcotics: Opium, morphine and heroin, belladonna and atropine, cocaine, henbane (hyoscyamus), stramonium, cannabis indica (hasheesh), alcohol, ether, chloroform, hydrated chloral, bromal hydrate, prussic (hydrocyanic) acid, carbon monoxide.

A narcotic stimulates at first; then induces stupor, and finally insensibility, the stages depending chiefly on the amount consumed and the susceptibility of the individual.

The botanical name of the plant tobacco is *nicotiana tabacum*, giving you a hint of its important constituent, nicotine. The dried leaves of the plant are the parts used for smoking, chewing and snuffing

preparations. Besides the function of narcotizing human beings, tobacco preparations are used in a crude way for killing insects.

Tobacco contains usual vegetable components—silica (sand), phosphates and nitrates of calcium (chalk) and potassium, gum, resin. The active principle is the alkaloid substance, *nicotine*,[2] contained in varying degree by different brands of tobacco, ranging from two to eight per cent. The composition has been shown to be variable; and cigars[4] considered mild may contain more nicotine than other cigars.

Nicotine, in the language of chemistry, is *beta-pyridil-alpha-n-methyl-pyrrolidine*, one of the most virulent poisons known to man. Nicotine is classed as a poison exceeding in deadliness all other poisons except prussic acid,[16] the mere vapor of which can kill—the commonly known form[2] being diluted with 98 per cent. water.

Tobacco smoke has been analyzed by innumerable chemists. Some of the nicotine is broken up, about 85 per cent.[5-6] remaining as nicotine, and the chief other substances formed are *pyridine*, *collidine*, *creosote*, *sulphide gases*, *carbolic acid*, hydrogen cyanide (*prussic acid*), *acetic acid*, *valerianic acid*, *carbon dioxide*, *carbon monoxide*, *ammonia;* extent and variety[2-4-7] differing in particular cases.

The amount of *carbon monoxide* formed on the average and taken into the mouth is six times the weight of the tobacco itself which is used,[4] for part of the carbon monoxide is created by joining with the oxygen in the air.

Cigarettes may contain various impurities and special poisons. A proportion of cigarette papers contains glycerine, which in burning forms[8] acrolein. This[2] is an acrid poison.

Another substance found in tobacco smoke is the *aldehyde furfural*,[5] the specially dangerous ingredient found in improperly aged whiskey.

In a case where pure nicotine was taken by a human being only one-fifteenth of a grain was used; the victim dropped instantly to the floor insensible and *death occurred within three minutes.* A fatal dose[2-9] for cats and dogs is one thirty-second of a grain.

Tobacco as such (not isolated nicotine, but plain tobacco[16]) taken into the stomach—say about as much as one cigar—is fatal. *But death has also resulted from the inhalation of tobacco vapor*[2-9] *into the lungs.*

In ordinary smoking the gases are absorbed by the mucous membranes of nose and throat, and partly breathed; while, when the person inhales, the entrance into the lungs is, of course, marked; and in any case some of the smoke[17] is also swallowed.

In chewing and snuffing, a portion of the tobacco is absorbed directly by the tissues; and some of it mixes with the saliva[9-10-17] and is swallowed.

Tobacco obviously acts as a local irritant; but the main damage is produced by its getting *into* the system. Ordinary tobacco can send its poisons into the human body right through the unbroken[9-28] skin. Cases are recorded of smugglers who died after having covered their whole bodies with tobacco leaves,[9] which they were trying to bring across the border fraudulently. Then surely you can imagine how much more easily tobacco insinuates itself into the body through the sensitive mucous membranes: of stomach and intestines, when any of the tobacco, some direct and some in saliva, is swallowed; of nose and throat, when chewed, smoked or snuffed; of the lungs, when smoked.

After the toxic tobacco elements are *in*, they are carried by the blood throughout the circulatory system, affecting the heart, striking the nerves and brain, undermining[7] the whole physical and mental being.

THE TOBACCO HABIT KILLS

Here are carefully recorded facts:

The statement issued by the Census Bureau at Washington,[11] on the principal causes of death in 1914, in the registration area of the United States, compares the death rates in 1914 with those in 1900, giving the average number per 100,000 population.

	1900	1914
Deaths from tuberculosis.....	201.9	146.8
Deaths from pneumonia.....	180.5	127.0
Deaths from diphtheria.....	43.3	17.9
Deaths from typhoid.....	35.9	15.4

Note the decrease in deaths from the foregoing class of communicable diseases, largely in consequence of the extensive campaigns for improved sanitary conditions.

Here is another schedule:

	1900	1914
Deaths from heart disease.....	123.1	150.8
Deaths from Bright's disease and acute nephritis	89.0	102.4
Deaths from cancer and other malignant tumors	63.0	79.4
Deaths from apoplexy.....	67.5	77.7
Deaths from diabetes.....	9.7	16.2

Note the increase, in spite of better living conditions, in deaths from the last-named group of diseases arising from organic deterioration.

Make allowance for all kinds of variable circumstances, yet surely these figures indicate a degenerative tendency for which there must be reasons.

You will now see significance in the parallel fact that the amount of cigarettes made in this country during the same two years, respectively, were as follows:

1900	2,000,600,000
1914	15,800,000,000

These figures[8] show an increase of seven hundred per cent. That there was also an increase in most other forms of tobacco, during the period in question, is well known.

Bear in mind, it is a matter of definite medical knowledge that tobacco acts injuriously upon the human organs. Therefore the extraordinary increase in death rate (through diseases most often caused by tobacco—as will be shown) may be partly attributed to that popular poison.

Insurance companies are cold and calculating. They reckon with death as calmly as you check up your laundry bill. Here is an example: In 1911 the New England Life Insurance Company published a table from records of sixty years,[12] covering the cases of 180,000 policyholders.

This particular company classified the policyholders as abstainers from tobacco, rare users, temperate users and moderate users. Excessive users do *not* appear, for the very good reason that the insurance company was in business to make money and would not accept an excessive user, for such to them seemed a death risk altogether too great.

The standard of expected mortality is a formula agreed upon by the insurance companies, upon which insurance premiums are based. That is, out of a certain number of persons of a certain age so many may be expected to die. As a matter of fact, this formula is a maximum for the companies' protection and is very rarely reached.

The following figures give the percentage of deaths in each of the four classes. Where the standard (or maximum) predicted 100 deaths, only so many, as you see here given, died:

Tobacco abstainers	59
Rare users of tobacco.....	71
Temperate users of tobacco.....	84
Moderate users of tobacco.....	93

The above statistics, covering sixty years, are appalling in their significance. Many companies which have not been so careful in

their watchfulness over their tobacco-using policyholders are now handling this feature in a definite way. I know one of America's greatest companies that has begun to demand information from its prospective policyholders respecting their indulgence in tobacco. Others are coming into line. They realize the necessity of it.

Concrete examples of cases wherein tobacco has been the direct or near-direct cause of death are so numerous that it would take voluminous records to relate even an insubstantial proportion of them. Some cases will be cited, further on.

Every experienced physician could recount instances wherein premature death through heart disease or other organic trouble had been induced and given impetus by the excessive use of tobacco.

At a meeting of the British Life Assurance Medical Officers' Association[14] in London in 1913 the consensus of opinion was in favor of including excessive use of tobacco as a physical test. The principal speaker at the conference related that he had long been in the habit of asking applicants whether they used tobacco; and he cited two recent cases of comparatively young men—one *insane*, the other a *suicide*—both of whom had, under the existing rules of the company, been accepted for insurance, but in both of whose cases he (the doctor) had reported "Smokes too much."

Another way to test whether one thing is a result of one circumstance (death the result of tobacco excess), besides showing many cases of the thing following that circumstance, is to show where the *removal* of the circumstance was followed by that thing *not* occurring.

I recall the report[15] of a well-known New York doctor, of two cases of serious heart trouble (threatened with the usual end of such diseases) relieved and the persons restored to normal by the conquering of the tobacco habit. One was H. B., a lawyer, 38 years old, who had smoked pipe, cigars and cigarettes. His heart trouble was relieved following the cutting off of tobacco. The other was W. L. S., a seemingly powerful and healthy man of 35, who had been smoking cigars and contracted heart palpitation. He quit tobacco and his heart returned to normal condition.

As I have already said, almost any physician can multiply such instances. Heaven be praised that tobacco's dastardly work is foiled in *some* cases.

TOBACCO CAUSES INSANITY

Let us make no mistake here. It is a common thing for persons who have used tobacco excessively to experience spells of temporary frenzy, loss of memory, acute melancholia or other mental dis-

turbance. But they are not what are termed *insane* from a medical standpoint.

I do not mean the word "insane" figuratively, but refer plainly to the condition of losing reason, self, personality, contact with and control of life—the loss dreaded by most of us more than death.

The records of tobacco insanity speak for themselves.

The facts came under observation even in the old days. More than fifty years ago an Edinburgh University professor[19] wrote that he himself witnessed *two cases of mania resulting from excessive use of tobacco*, and heard an eminent physician of the time[18] cite tobacco as one of the causes of mental disease.

One compiler[20] has gathered the following evidence:

Dr. Kirkbride, of the Pennsylvania Insane Hospital, reported *six cases of insanity very clearly attributable to the use of tobacco.*

Dr. Harlow, head of the Maine Insane Asylum, remarked that the pernicious effect of tobacco on the brain and nervous system is obvious to all who are called to treat the insane.

Dr. Bancroft, head of the Concord (N. H.) Insane Asylum, stated that the number of cases of insanity in which tobacco is prominent among the causes is very large; and that he had known several cases of *insanity most unquestionably produced by the use of tobacco without other complicating causes*, and which have been *cured by suspension of the tobacco habit.*

The chief physician of St. Vincent's Hospital for the Insane, St. Louis, Mo.,[21] declared that he had seen (insane) melancholia, more often mania and very frequently general paresis, precipitated by excessive use of tobacco, but that he also knew instances wherein *paresis* could not be referred to any other cause than tobacco.

This doctor's further demonstration that tobacco really does cause insanity he bases on the well-nigh magic effect seen in some cases after the *discontinuance* of the tobacco.

Thus he had observed that inceptive melancholia with suicidal impulses, hallucinations of various kinds, forced actions besides the precursory symptoms of insanity, such as insomnia, crying spells, precordial pains, fears of impending evil, impotency, vertigo, impairment of memory and judging power, and lowering of moral tone, all of which and a host of other symptoms were attributable to chronic tobacco intoxication, disappeared after freedom from the tobacco habit was established.

One of his patients had an insurmountable impulse to jump out of any open window and therefore had to be restrained. Discontinuance of the tobacco indulgence terminated the morbid fear and intent.

These actual records are borne out by the later pathological research[22] to which I shall refer, and they in turn give us a basis for fair inference, as to the grave harmfulness of tobacco, to be drawn from reports such as these:

A member of the Paris Academy of Medicine[20] pointed out the statistics that, in exact proportion with the increase of diseases in the nerve centers—i. e., insanity, general paralysis, periplegia and certain cancerous affections—there was an increased consumption of tobacco.

In our own country the case is the same. For example: The census of 1900 as a basis shows 50 per cent. increase in population in the State of Illinois, but 667 per cent. increase in insanity. And the increased use of tobacco kept pace. In about the same period the annual consumption of tobacco in the United States increased from five pounds to seven pounds per person, average,[16] and the mortality from apoplexy and other nervous diseases, among men,[23] increased 31 per cent.

The national and international statistics show "how the wind blows"; and the actual cases tell of the individual victims swept away. Tragic tobacco!

TOBACCO CAUSES CANCER

President Grant died of *cancer*. During the President's last days one of his physicians, Dr. Douglas,[20] stated with studied conservatism: "Smoking was the exciting cause of the cancer, though there have been many contributing causes." After the General's death Dr. Shrady said: "It is quite probable that the irritation of smoking was the actual cause of the cancer; or at least it is fair to presume that he would not have had the disease if his habit had not been carried to excess."

A well-known Boston surgeon[20] said: "The irritation from a cigar or pipe frequently precedes cancer of the lips." A London doctor (senior physician of the Metropolitan Hospital): "Cancer of the lip is rarely seen, except in men who smoke." A French professor: "Tobacco is the most common cause of cancer in the mouth." A member of the (British) Royal College of Surgeons: "*All* the cases of cancer of the mouth that I have come across, and they are pretty numerous, have been started by the *pipe, cigar or cigarette.*"

I have clippings from several newspapers in my scrap book, reporting the lectures of Dr. Howard A. Kelly, of Johns Hopkins University Medical College, Baltimore, at the time his radium research created such a furore; and Dr. Kelly, speaking of the possibility of curing cancer by the use of radium, refers in the most matter-of-

fact way to the use of pipes and cigars as the cause of the majority of cases of cancer of the lip.

Dr. Rochard, of the French Academy of Medicine,[9] while declaring that the frequency of tobacco cancer should not be exaggerated—and nobody pretends that every tobacco user will contract cancer—warns tobacco habitués of the danger of epithelioma, or cancer of the lips and tongue. In some cases, he says, it begins with buccal psoriasis, a kind of thickening of the skin of the tongue, which becomes white, glossy and horny. These two forms of a horrible malady are in his opinion the most serious perils tobacco users incur.

I shall spare the reader the recorded details of many specific cases. You *know* what cancer is. A case told of in *The British Medical Journal* quotes[20] the doctor as of opinion that the victim would have done better to blow his brains out. A Philadelphia case report describes the agony of a prominent banker with cancer of the tongue, whose whole throat began to rot and who finally died of starvation and suffocation—being unable to swallow anything and unable at last to breathe.

TOBACCO CAUSES DEAFNESS

In the matter of *deafness* and tobacco the simplest course is to see what a standard author on diseases of the ear[25] has to say. This specialist's titles, offices and honors would almost fill a page of this book in the enumeration.

Like all real scientists, he is conservative. I quote:

"As to the varying susceptibility of different individuals to certain influences, tobacco and alcohol furnish notable examples. Thus, one man may be able to smoke habitually large numbers of cigars daily and to drink wine, beer or whiskey in considerable amount without any determinable injurious effect upon his ears, while another suffers regularly from any excessive indulgence in either.

"Tobacco in susceptible subjects may affect the ears injuriously in two ways—i. e., (a) by inducing venous congestion or *catarrh* of the tubal mucosa, this giving rise to alterations of intratympanic pressure and tension (*difficulty in hearing*); or, (b) more rarely, may induce a slow and insidious form of auditory nerve *deafness*. A colleague of the writer, who has been an habitual though moderate smoker of cigars, has been obliged to give up smoking on account of the aural symptoms induced. He states that whenever he is tempted to smoke, even in moderation, he regularly experiences tinnitus aurium (*ringing in the ears*) and a sense of fulness and occlusion of the ears, which as regularly disappear after a few days of abstention from tobacco."

Professor von Frankel-Hochwart[81] reports many cases of hardness of hearing due to tobacco. So do other[80] eminent medical men.

TOBACCO CAUSES BLINDNESS

When reference is made to the harmful effects of tobacco abuse upon the *eye*, don't imagine the trouble to be some passing irritation of a mechanical sort produced, for example, by any kind of smoke. In fact, chewing and snuffing may cause blindness. The eye disease that is connected with tobacco is internal, a result of poisoning—which fact gives the scientific term *toxic amblyopia* to what is popularly known as tobacco blindness.

Another name often heard is *amaurosis*, which etymologically means the same as amblyopia, but—when a distinction is made—may be said to describe the absolutely complete loss of vision in which the continued dimness or obscurity of sight (amblyopia) may result.

A few years ago,[30] many of the students having developed eye trouble soon after entering West Point, an expert oculist examined the eyes of the students and declared that the *weakness of vision was caused by tobacco poisoning.*

West Point now bars cigarettes altogether and restricts the use of other forms of tobacco; while the Annapolis Naval Academy prohibits every kind of tobacco to all except seniors, and the latter's indulgence is confined to a regulated minimum.

Tobacco blindness is a very serious and not at all uncommon thing. Ask any eye doctor or inquire at any eye dispensary or hospital. Yet this dread danger is, alas! too little realized by the average tobacco user. I have before me a copy of the New York *World*, of February 17, 1916, containing a report that Prof. De Schweinitz, of Philadelphia, says "tobacco is often the cause of blindness"—*as if this were news!*

Nicotine amblyopia is quite fully described in Dr. De Schweinitz's standard book[42] on diseases of the eye; and back in 1896 this famous ophthalmologist wrote a book[43] dealing exclusively with the toxic amblyopias. In this last-named volume a long chapter is devoted to tobacco amblyopia, comprising a summation of authorities from 1863 to date, and reporting the result of 37 *American* studies, 36 *English*, 22 *French*, 12 *German*, 6 *Italian*, 3 *Austrian*, 5 *Belgian*, 2 *Swiss*, 2 *Norwegian*, 1 *Swedish*, 1 *Russian*, 1 *Rumanian*, 3 *Spanish*, 1 *Mexican*, 1 *Brazilian*, 1 *Scotch*, 1 *Canadian*, 1 *New Zealand*, 1 *South African*—each based on numerous hospital and private cases or laboratory dissections.

This introduction is intended to bring home to you and your friends, dear reader, the established matter-of-factness of one tobacco menace that most people, through ignorance, imagine to be a remote possibility or of which they may never even have heard.

I shall now describe to you briefly what tobacco amblyopia is.[9-26-28-31-40-42-43]

The constitutional symptoms are these: Poor appetite; irregular bowel action; restlessness; sleeplessness; lack of concentration; failure of memory; impaired sexual functions; disturbance of blood circulation; tobacco heart—i. e., irregular action and palpitation.

With or without any or all the general symptoms, *the ocular symptoms are these:* Diminution of sight (from one-half to one-twelfth of normal, according to direction of vision, in early stage), which *cannot* be helped by eyeglasses; sometimes better seeing in dull than in bright light; complete color blindness or mistaking of green for gray, pink for blue, and red for brown or black; generally a scotoma (spot) in the retina, which is blind—that is, able to see nothing when the person is looking in a certain direction.

Pathologically, the disease is a kind of neuritis, ending up (unless halted) in *atrophy* of the *retina* or body of the *optic nerve* when total blindness results.

If absolute blindness does not come about, the blindness remains only peripheral—that is, the person can vaguely make out what is on the side of him, and can guide himself about, although not recognizing objects. What a consolation!

In the early stage a cure may be accomplished by discontinuing tobacco primarily. Where tobacco is taken up again the case relapses. In the later stage the blindness is *incurable*. The tobacco addict then loses his sight entirely and permanently.

The frequency of tobacco blindness is indicated by these figures. Out of 1,500 patients treated by Dr. De Schweinitz in his own practice during a certain period this disease numbered 7. Hirschberg, another famous oculist, reported a ratio of 6 to 1,000 of private practice. Priestly Smith, still another noted eye man, reported an average of 12 per 1,000 in Queen's Hospital, London, and a rate of 8 per 1,000 among his private patients.

Of course,[43] other factors than tobacco may make individuals more or less liable. For example, the Turks and Spaniards seem racially less liable. The British and Germans seem more liable. Age seems to make little difference, as cases have been reported ranging from 25 years to 74 years, although the blindness comes most often at 35 or after. Usually fifteen years of the tobacco habit are required to cause blindness, but Nettleship reported one case resulting from only *one year's* use of tobacco, and another case arising from *only three years of tobacco indulgence.*

A person's general run-down condition (and state of worry, indigestion, etc.) may hasten the amblyopia, as may alcoholism or other narcotic addiction. But seeming health otherwise, and even abstinence from liquor, will not necessarily save from tobacco poison-

ing; for the authorities point out these circumstances: that where alcohol and tobacco have both been used tobacco is found to have been the chief offender; and that, while comparatively few cases occur due to alcohol alone, innumerable cases of toxic amblyopia are on record as originating in *tobacco* excess and nothing else. In fact, thanks to Hirschberg, doctors know how to distinguish the symptoms of alcoholic amblyopia from those of nicotinic amblyopia.

With reference to this disease as to all the others, it is hard to say what amount of tobacco constitutes excess. The kind of tobacco may make a difference and so may the individual's predisposition. Sichel maintains that few persons can consume more than 20 grammes (about *two-thirds of an ounce*) *of tobacco per day*—that is, 14½ pounds per year—without deleterious effects upon vision.

Hirschberg says the limit of safety is 30 grammes per day, or one ounce, or, say, six cigars a day.

Groenouw says 15 grammes, or three cigars daily, may result in blindness. Berry says that from *an ounce of tobacco a week* to half a pound or more per week has caused amblyopia.

It all depends; but *you* watch out!

As for the form of tobacco that most readily leads the user to blindness, they all do.

Snuff taking gives the fewest cases, yet the persons who went blind no doubt each felt that one case is one too many.

Snuff dipping (rubbing the snuff on the gums or other mucous membrane) yields more cases. One authority tells of a woman of 35 who was suddenly attacked by almost total blindness immediately after putting an extra large quantity of snuff in her mouth.

Next comes *chewing* of tobacco, which is a quite common cause.

Most frequent victims are the smokers. Dr. Kollock puts the *pipe users* ahead of the *cigar smokers*, but generally doctors find that the majority of blindness cases result from cigar (and *also cigarette*, about equally with cigar) smoking.

As a matter of fact, the method of introduction of tobacco into the system is unimportant. I have already told you that the nicotine and other tobacco poisons do their "dirty work," whether they "jimmy" their way into you through skin or mucous membrane, or are welcomed right into the alimentary and respiratory portals.

The scientist Kosminsky reported the case of a patient who applied some tobacco to a hollow tooth (thinking to stop the pain) and suddenly became *completely blind*.

TOBACCO POISONS THE ENTIRE SYSTEM

Results (diseases coupled with tobacco use) are enough to convince the layman; but doctors go further, in order to determine how the results come about. Professor Mann made an exhaustive study of the toxicity of tobacco[28] by experiments of his own and by comparing the records of twenty-six French, German, Russian, Austrian and Italian scientists[29] on the same subject.

As already intimated, chemical tests showed that as much as two-thirds of the nicotine in tobacco, and never less than a twelfth, passes into the mouth with the smoke.

But smoking is not the only conveyance of nicotine, another channel of absorption being the prolonged contact of the moist tobacco of the cigarette or cigar with the lips of the smoker, or of *snuff and chewing tobacco* with tongue and throat. Even the fingers may absorb the toxin as it passes readily through the unbroken skin.

When chemistry has had its say animal experimentation takes the floor.

Injecting minute fractional doses of nicotine into rabbits, cats, dogs, etc., was practised long ago; changes in the blood, arteries, nerves, etc., being observed both before and after death resulted. Then experimenters came closer to the question, injecting the condensation products of *plain tobacco smoke*, which produced precisely the same train of symptoms as pure nicotine.

Dr. L. P. Clark, the New York neurologist, found that the immediate effect of tobacco on animals,[22] even though deprived of its nicotine constituent, is to contract the pupils, cause difficult respiration, general convulsions and death.

Dr. Claude Bernard, the great French physiologist,[7] and Dr. Hobart Amory Hare, of the University of Pennsylvania,[30] have shown in detail the effect of the tobacco poisons (nicotine, pyridine and gross tobacco itself) on the blood. The action consists of *attacking the haemoglobin in the red corpuscles* of the blood and *breaking up the white corpuscles*. This fact has been confirmed by Dr. Clark, who reports that the haemoglobin content may fall as low as 40 per cent.

In human beings the changes are only microscopic at first in the case of the nerves, months or years passing before tobacco addiction registers a permanent impression upon the nervous system, altering the structure. Even then the nervous tissue probably receives its damage by an initial alteration of the blood vessels, which supply the nerves with nutrient blood. Dr. Clark has indeed found coarse *lesions in the brain and spinal cord*. Peripheral neuritis was observed by Walicka; and an autopsy revealed the same changes as occur in

the optic nerve in cases of tobacco blindness. Parsons and Pandi observed the same nerve degeneration as Walicka.

Histologically and microscopically, therefore, the specialists have observed (generally by experiment on lower animals) what happens in the tissues (blood, nerves, etc.) to correspond with the symptoms that are generally well known in human beings and are recorded by doctors from observation of their patients.

When the use of tobacco is commenced the individual often gets a taste of acute nicotine poisoning: nausea, vomiting, giddiness, intense malaise, weakness and (if the dose is strong enough) burning pains in the stomach, purging, free urination, delirium, rapid and then imperceptible pulse, cramps in limbs, cold clammy skin, *collapse, death.*

The compilers of works on materia medica get their facts from just such reports of experiment *and* practice. So Potter[2] summarizes thus: "The continued use of tobacco, by *smoking or chewing* it to excess, produces *granular inflammation of the fauces and pharynx, atrophy of the retina, dyspepsia, lowered sexual power, sudden faints, nervous depression, cardiac irritability and occasionally angina pectoris.* It has been credited with causing *cancer* of the lips and tongue, *blunting of the moral* sense, *mental aberration* and even *insanity.* The 'tobacco heart' includes many forms of nervous, painful or oppressed cardiac action. A synergistic action has been observed by the author *between opium and tobacco.*"

The following conclusions are reached by Dr. Clark and Dr. Mann:

The general effect of pyridine on the nerves is to induce paralysis of respiration and depress the functions of the spinal cord.

It is fairly well proved that tobacco is a cardio-vascular poison—that is, it acts on heart and blood vessels primarily.

In chronic tobacco poisoning, additional to the diminution of red corpuscles in the blood already mentioned, there is more or less *gastro-enteritis* of a hemorrhagic character, ecchymosis occurs in the *pleura and peritoneum,* and *hyperemia* (blood congestion) is found in the *lungs, brain and spinal cord.*

Inasmuch as the brain is the center of the nervous system, with branches emerging from the brain's continuation down the spine, whatever affects the nerve centers affects the brain; and inasmuch as the whole body mechanism works by nerve control, *nerve degeneration may result in bodily disorder of any and every sort,* including the heart and circulation. And, of course, the nerves must be kept in order by the blood supply. So you can see for yourself the vicious circle of interacting ruin inaugurated by tobacco.

The double action, of depressed nerve control and contaminated blood supply, on the muscles is demonstrated by the series of experi-

ments on Mosso's ergograph by Dr. W. Perrin Lombard, of the University of Michigan,[10] to this effect: The administration of even moderate amounts of *tobacco* in the form of smoke *lowered the working power of the human muscle* by a large percentage. The result was the *diminution* of muscular power, five to ten minutes after commencing to smoke an ordinary cigar, *to about one-fourth.*

Minute animal observation of the pathology of tobacco's poisonous effect on heart and blood vessels showed an *inflammation and degenerative thickening and hardening of the walls of the aorta*—the big blood vessel adjoining the heart. There was a formation of plaques and little sacs on the inside of the *arteries*, spreading to the arteries in the thoracic and abdominal regions, as well as that of the thigh. These changes closely resemble the old-age changes in human beings.

So tobacco may be said to present a ready way of growing old quickly.

TOBACCO IS NEVER HARMLESS

As Dr. Newton relates, the grand old professor of pathology in Columbia University Medical College (the late Dr. Francis Delafield) once said to him: "Doctor, no one ever used tobacco in *any* amount, at *any* time,[27] without *some* injury." And a famous English professor of medicine[28] puts it this way: "But apart from the greater evils, how many of the excessive tobacco users escape *dyspeptic* troubles, *flatulence, capricious appetite, irritation of the throat*, attacks of *insomnia*, exaggerated *cardiac* action and insurmountable periods of gloom and depression?"

Dr. Rochard's[9] experience shows that nearly all excessive smokers are dyspeptics. The next most common affections are of the lungs and heart. Other doctors as well as himself, to his knowledge, had met with cases of *anginu pectoris* due to tobacco.

The question may also arise as to what amount of tobacco constitutes excess. Dr. Turney[14] gave as his estimate anything more than a quarter pound of tobacco per week in pipe, five Havana cigars or ten cigarettes daily; and further on this insurance examiner explains that he and his colleagues are not interested in ordinary human diseases, but are, of course, concerned only with immediate forerunners of *death!*

Neither I nor anyone else can say arbitrarily what is excess for everybody. And because, as Dr. Clark says, the signs of heart failure, etc., do not crop out for a long time, you cannot know in advance what will not hurt you. Furthermore, you are dealing with a *habit-forming drug*[28] which soon overrides discretion.

TOBACCO CAUSES HEART FAILURE, HARDENING OF THE ARTERIES, LOSS OF MEMORY, EPILEPSY, PARALYSIS, GENITAL WEAKNESS AND APOPLEXY

Nor does the victim of the tobacco habit generally get off with chronic dyspeptic and other misery; far worse may develop or already exist unknown. Professor Mann[28] in reporting that excessive tobacco indulgence may lead to sudden (painless) attacks of heart failure, in some instances fatal, cites one case of a man of about 45 years of age. This man had long suffered from indigestion and flatulence. He had a sudden attack of syncope without apparent cause. He was revived but relapsed again and again. Shortly after, he died of heart failure. The patient had stated he had not at any time suffered from any illness beyond the indigestion. He had smoked ten cigars and upward per day for a number of years.

Heart trouble is indeed so well known a sequel of tobacco indulgence, in innumerable cases, that the reader can no doubt from his (or her) own experience confirm the absolute "a, b, c" truth of Dr. Lichty's[37] important observation of the *prohibition of tobacco by doctors as soon as heart symptoms appear*—as practical a proof as can be desired that tobacco is the guilty factor. I quote: —

"That tobacco is a causative factor in heart and blood-vessel diseases is apparent in this—that tobacco is promptly excluded in the treatment in all diseases of the heart and arteries.

"Dr. Hirschfelder, of Johns Hopkins University Medical School, author of a classic treatise on diseases of the heart and aorta, says: 'Tobacco should be absolutely excluded in both organic and functional cases.' Dr. Abrams, of California, places tobacco non-use ahead of alcohol in both prevention and treatment of heart diseases. Bovaird, of the Columbia University Medical School, New York, is equally emphatic in demanding immediate abstinence in all heart affections. Similar quotations of eminent authors could be continued ad infinitum—and the users will say ad nauseam. Dawn is coming. If abstinence aids to cure, why not total abstinence to prevent? Nowhere would the adage of ounce of prevention and pound of cure be more appropriate."

Dr. Mann and the twenty-six international authorities with whose findings he compared notes kept a record of the symptoms observable in tobacco users: *indigestion, heart palpitation, eye weakness, color blindness*—in the early stage; *chronic diseases* of all sorts—in the later stage. They, too, found in lower animals (since human beings can't be cut open for purposes of investigation, yet *must* be saved by knowledge gained somehow) that nicotine, tobacco and tobacco smoke attacked the *heart and arteries* and resulted in what humanly corresponds to *arteriosclerosis*—hardening of the arteries.

As far back as 1889 authorities declared that without doubt tobacco can produce *arteriosclerosis, angina pectoris,* degeneration of the *myocardium* and other circulatory disorders. Clinical observations of individual cases by specialists have confirmed the general belief.

One authority investigated the causes of *dysbasia angiosclerotica*—intermittent limp. He concluded that there was no longer any doubt as to the important part played by excessive tobacco use in the causation of *arteriosclerosis* and allied conditions, such as contracting *kidney*, degeneration of the *myocardium, angina pectoris,* etc. This doctor (the famous Erb) searched further and finally tabulated thirty-eight such cases of men, comprising ten heavy smokers and fifteen extremely heavy smokers—that is, twenty-five out of thirty-eight—and of these twenty-five excessive smokers fourteen showed histories which excluded all other possible causal agencies (such as syphilis, alcohol indulgence, diabetes, etc.), and left, as the sole etiological factor, *tobacco.*

Muskat says that the abuse of tobacco stands prominently to the front as a cause of *angiosclerosis* and a forerunner of *gangrene.*

Schlesinger[14] tabulated fifty cases of intermittent limping. Forty-six (over 90 per cent.) were smokers. Of these, fifteen were moderate smokers and thirty-one heavy smokers.

The broad interest of intermittent limping is, of course, its relation to hardening of the arteries. Change in arterial pressure, says Dr. Turney,[14] is the *beginning of the end.* He cites the following tests:

Dr. Troitzki examined six hundred smokers. In most of them the pulse rate increased. Another Russian medical man found the average pulse rate of non-smokers 71.55; of smokers, 81.24. Two Russian students, Nikolai and Strachelin, practised on themselves for a long period. They tried to live as they always had, except that they smoked six to eight cigars a day. During the non-smoking period the pulse rate was 74.5; during the smoking period 81.8.

Here in America[8] Prof. Wm. A. McKeever, of the University of Kansas, has made similar tests, showing the weakening of the force and the increase of the rate of the heart beat as a result of tobacco use.

Dr. Harlow Brooks,[15] of New York, visiting physician to the City Hospital, Montefiore Hospital, etc., summarizes his experience with cases of "tobacco heart" as follows: "Tobacco produces symptoms referable to the heart, of a very definite and characteristic type. There is an increase in pulse rate and a rise in blood pressure, followed by a slowing of rate and lowering of pressure eventually. Prolonged excessive administration of tobacco produces *arrhythmia and intermission.* These symptoms are more or less persistently

accompanied by a sense of weight or pain of a dull character in the region of the heart."

Klemperer records two well-marked cases of *arteriosclerosis*, which he *attributes solely to excessive smoking*, for neither had suffered from syphilis or infectious disease, and both had been abstainers from liquors, nor had either of them ever been subjected to special mental strain. One was 37 years old and had smoked about thirty cigarettes daily for twenty years. The other's age was 44, and for the last ten years he rarely smoked less than ten cigarettes daily.

As has already been explained,[17] *chewing and snuffing* are as dangerous as—and in some respects more than—smoking.

Professor L. von Frankel-Hochwart, the authority on neuropathology,[31] kept a sixteen-year record of the amount of tobacco consumed by his patients. He reported 1,500 cases of severe nicotinism. Excluding from that number 800 cases in whom other toxic factors might have been involved, 700 clear cases remain.

Fifty cases placed *defects of memory* in the fore. One of these cases, where the tobacco habit was overcome, showed an abatement of the defect.

Thirteen cases had spells when they lost *consciousness*.

Sixteen cases ended in *apoplexy*. These were comparatively young men.

Among Dr. Hochwart's very heavy smokers, there were fourteen epileptics. In nine of these cases some trace or possible antecedent existed in childhood; but in five *there were no other factors but tobacco*.

Not infrequently the loss of memory was specially one of words; manifested by defects in speech and in writing.

Forty cases showed eye trouble: specks before the eyes, sense of pressure on the head, *nicotinic amblyopia*, color vision impaired, dilation of pupil.

Cases of *difficult hearing* were numerous.

Thirty-one caes suffered with *neuralgia* and motor-nerve affections, twenty-two of these being in the arm. A lawyer, age 30, contracted *paralysis of the arm*, attributable to no cause other than tobacco.

One hundred and ten cases were troubled with general nervous pain, particularly in the extremities, chest and back.

Seventy young men (heavy smokers) complained of considerable *abnormality in the genital function*. Many of them gave up tobacco and improved their condition.

In these various cases tobacco was the sole criminal. Dr. Hochwart had many additional cases in which tobacco was certainly

"*particeps criminis.*" Among forty-five cases of syphilitic apoplexy, twenty had been heavy smokers. Among 583 cases of general paralysis, 198 were heavy smokers. This means 44 per cent. in the former, 34 per cent. in the latter category; whereas the professor's experience indicated that an average proportion should not have exceeded 20 per cent. It was clear to him that *tobacco*, as a cause, made up the difference.

TOBACCO REDUCES EFFICIENCY

Let us get "right down to brass tacks." The mind is no longer the mystery that it used to be. Its study is the science of psychology, having well-established laws and methods. Dr. Arthur Dermont Bush, of the University of Vermont, very recently worked out an elaborate series of tests[38] in perception, association of ideas, visual memory, auditory memory, imagery, calculation and other technical requirements, making a dozen in all. Each consisted of five parts before and five after a fifteen-minute quiet smoke. Pipes, cigars and cigarettes were used. The full 120 tests were applied to each of fifteen men. The total were averaged per man and then for all, as between before and after. Result, *a mental efficiency decrease* of slightly *over 10 per cent.*

Weakening and loss of memory have already been noted as symptoms in actual cases reported by Dr. Hochwart. Dr. Charles Gatchell, of Chicago, and many other doctors are likewise convinced by observation[30-36-37] that tobacco indulgence injures the power to remember and general mental control.

Dr. George J. Fisher[23] has also conducted scientific tests on the effects of tobacco and found that the subjects could not concentrate as well while or shortly after using tobacco.

So much for the actual comparative tests in the laboratory manner. A plenitude of common statistics also bear out the same conclusion.

Rochard[9] cites Decaisne to the effect that smokers stand lower in their classes in the French colleges; Bartillon, G. Doré and Elie Joubert say the same for the pupils of the Polytechnic School; and Dr. Constant found the same situation in the Normal and Naval Schools and in the School of Bridges and Roads.

In America the case is no different.

The principal of a private school in the East[32] reported that of the boys in his school, 17 years of age or over, 71 per cent. smoked; that therefore the smokers were not all the naturally stupid ones; that the non-smokers achieved an average scholarship grade of 85 per cent. while the smokers averaged 68 per cent.

A Columbia University professor[33] gathered statistics regarding a class of 223 students—115 smokers and 108 non-smokers. The

latter's scholarship grade averaged 69 per cent., the former's only 62 per cent. The test covered two years.

Dr. Dio Lewis[80] stated that at Harvard College, during *fifty years*, although five out of every six of the students were addicted to the use of tobacco, not one of the tobacco users had ever graduated at the head of his class.

A Clark College professor[84] found that of 201 students ninety-three were smokers and 108 were not; of the latter, 68 per cent. won honors; of the former, only 18 per cent.

Still another compilation concerning college men[85] deals with other qualities than mental acquisitiveness, viz., will power, stamina and also physical prowess, as called forth in trials to make the football team. Six colleges gave their records. In the following table the percentage representing the number of men who made the team is given in each case—for the non-smokers on top, the smokers below:

A	B	C	D	E	F
58	68	82	67	80	58
18	40	25	39	70	0

This looks almost like conspiracy against nicotine; but figures don't lie. And the proof that it isn't a liar who's figuring is in the fact that I give you the reference[85] and you can verify the records.

These football aspirants, sized up scholastically in individual ratings, averaged as follows—the arrangement is the same as in the first case:

A	B	C	D	E	F
69.8	74.6	81.1	77.6	84.8	71.3
65.2	64.7	78.8	75.8	84.6	69.6

Averaging these and the records of six other institutions, non-smokers average 79.4 per cent. and smokers 74.5 per cent. Eighty-two smokers furnished seventy failures and backward students; ninety-eight non-smokers furnished only forty-three.

Any individual user of tobacco can test him- or herself in the every-day duties of life and become satisfied that tobacco is a handicap.

In spite of the too prevalent ignorance and apathy on the subject, already straws appear on the surface of life's sea to indicate the direction of the current; and prominent business men, to whom efficiency is synonymous with survival and success, are waking up to the dangers of tobacco. Many instances[8-36] could be cited.

Here is a fair specimen: The Gurney Heating Company, of Boston, says: "We believe our company gets better service from

non-smokers; and to abstain from tobacco will be of inestimable value to the individual in later years, both from a physical and a mental standpoint."

TOBACCO POISONS NON-USERS

Many an individual who imagines himself to be quite unselfish little realizes how *brutally* inconsiderate he actually is; or else he would not persist in his indulgence in tobacco—if he only knew what injury he is wreaking upon others than himself. That most women's delicate nerves are greatly affected by the odor and substance of tobacco fumes is a fact so well known that it needs no elaboration here. Similarly I shall not deal with the host of facts of common knowledge in the same class as that just mentioned; but I will indeed present to you some data upon the vital phases of the situation.

We come now to the conjugal and parental relationship. Most of us marry. Most of us have or expect to have children. That's a good slice of life, if not all of it. Any man, worthy of the name, takes earnest pride in the welfare of his wife and children. As individuals, as a family group, as a nation, as a race, we want to "make good."

According to Dr. Lichty[17] there is no reason to doubt that when alkaloid poisons, such as those of tobacco, attack the human system, breaking into the very nuclei of the microscopic tissue cells, *the sperm* (or seed) plasm should not escape injury.

I have already referred to cases of *genital trouble* resulting from tobacco excess (Dr. Hochwart's records) and to Potter's declaration that tobacco indulgence may lower *sexual power.*

These proofs seem to fit in with Professor Kelly's recent emphasis of the figures fathered by Dr. Morrow,[17] that only 17 per cent. to 25 per cent. sterile marriages due to the husband's incapacity arise from gonorrhea, leaving 75 per cent. of such cases unaccounted for and presumptive of other toxins at work—among them, no doubt, *tobacco.*

Food for similar thought is offered by the 1911 United States Census Bureau reports, that 42 per cent. of *infants* dying before reaching the age of one year did not live to complete the first month of existence; that of the latter 10 per cent. died because of prenatal conditions; that 83 per cent. of those living less than a week died of parental toxic taint; and that 99 per cent. of those that lived less than a day died of parental toxins.

When tobacco narcotization does not rob the parent of potency altogether, nor kill the infant that does see the light of day, there

is still (according to the Proceedings of the Conference on Race Betterment already referred to) the danger of lowering the grade of stock by *heredity*. Breeders of horses, cows and pigs take advantage of the laws of heredity. Why should humans ignore those laws? Even if specific habits or ailments are not handed down, there is no doubt of the transmission of a tendency or liability to weakness or disease imbedded in the nervous system. Alcoholism and syphilis have long been recognized as causes of degeneracy. Now an eminent scientist[13] concludes, from a study of several thousand cases in his clinic, that the localization of the *toxic action of nicotine is very much like that of syphilis.*

A London doctor of wide private and hospital practice[24] spent well-nigh a lifetime compiling records, which he has studied and tabulated without bias, so as to throw light on the influences affecting what might be called eugenics. The details make interesting reading, but are rather voluminous. Yet certain summaries can be given here.

Fifty-seven smokers' families and thirty-eight non-smokers' families are considered. Multiplied proportionally so as to be figured on a rate of 1,000 wives in each case, the births in smokers' families totaled 6,859; in non-smokers' families 7,368; an advantage of 509 children. An interesting incidental fact is that the gain in male children was 728, but the number of female children was 219 more in the smokers' families—which, says Dr. Tidswell, may be taken to indicate a loss of masculinity.

As a matter of fact, the number of conceptions in smokers' families exceeded the number in the other class, but the loss by still births and miscarriages was twice as great—which fact is in line with Dr. Lichty's inductions from the United States census figures.

Additional tables of figures give the information that wives of tobacco users suffered, in excessive numbers, abscesses as well as abortions.

Dr. Tidswell also cites the reports of Dr. Kostial, who investigated conditions of the working men and women in Austrian tobacco factories. These factories had modern arrangements and were well ventilated. Most of the workers were *pallid and breathless*—particularly the girls and women—72 per cent. of the boys under 16 *fell sick* generally in the first six weeks of employment. Among the women who were mothers and suckled their infants, there was often inflammation of the breasts and the milk smelled strongly of tobacco; and of 506 births in three years eleven were still births and 206 of the babes died soon after birth—101 dying of brain disease with convulsions.

These facts, and other similar ones, were related at an international congress of medical men.

While many different circumstances may be conceived as entering into the cases cited, yet once again physiological research comes to reinforce the obvious results—in this instance exemplified by the finding of nicotine in the amniotic fluid surrounding the fœtus, the embryo or unborn child.

Kostial is not by any means the only investigator upon whom we must depend. According to the New York (State) Factory Investigating Commission's Report:[44] Patissier, Richardson, James, Morat, Brodie, and also Kostial, have noted menorrhagia among female tobacco workers; and Talbot has related Spanish, French, Cuban and American statistics on female employees in tobacco factories, supporting the idea that the occupational effects of this work are frequent *miscarriage*, high rate of *infant mortality*, *defective children* and infantile convulsions.

The New York commission just referred to employed Dr. Fanny Dembo, assisted by Dr. Arnovich, to make a physical examination of a certain number (600 in New York City) of female tobacco workers; and the results coincided with the results of similar examinations made in European countries. Factories were visited, varying in size from one employing forty-three workers, thirty of whom were women, to one employing 1,300 workers, 1,200 of whom were women. All the branches of the tobacco industry were included: cigars, cigarettes, chewing and smoking tobacco, snuff. The reason for purposeful variety in the examination was to make the investigation representative. For example, about one-third of the 600 were native (American) born, the rest being Austrian, Bohemian, English, German, Greek, Hungarian, Irish, Italian, Polish, Russian, Slovak, Turkish and others. And the number of years the workers had been in the trade varied from one to twenty.

Here are some of the results of the commission's examination through Dr. Dembo: *Only 28 per cent. of the 600 women were free from disease;* 18 per cent. suffered from consumption, anemia or rheumatism; 28 per cent. suffered from eye, ear, nose or nerve trouble; 5 per cent., heart or veins and arteries diseased; 6 per cent., bronchitis, laryngitis, pleurisy; 26 per cent., pharyngitis and tonsilitis; 24 per cent., indigestion, etc.; 23 per cent., sexual irregularity; 1 per cent., skin diseases (one case being contagious); 9 per cent., curvature of the spine, etc. Total number for the 600 subjects: 804 maladies.

Particular emphasis is laid by Dr. Dembo on the disorders of female private functions, thus confirming the evidence already cited (e. g., Dr. Tidswell's extensive and intensive study) on the subject of tobacco's influence on the human race as such.

"Medical journals," states *The Tobacco Problem*,[20] "report the poisoning of *babes* from sharing the bed of a tobacco-addicted father, and even from being in the room where he smoked.

"Says Dr. Trall: 'Many an infant has been *killed outright in its cradle* by the tobacco smoke with which a thoughtless father filled an unventilated room.' "

Thus Demon Nicotine out-herods Herod in the slaughter of the innocents.

So we see that tobacco presence is *harmful* to mothers and their infants, to boys and girls, to women in general, from the standpoint of their sexual function and otherwise—even when these persons do not themselves smoke, chew or snuff the tobacco. And we also see how wife and children and prospective children are damaged when husband (and father) uses tobacco.

I have emphasized the effect of tobacco presence (particularly tobacco work) on girls and women, because for them it cannot be claimed that they generally use tobacco themselves, and thus subject themselves to the ill-effects of using tobacco, but rather the conclusion must stand out that they are injured even though *not* using the tobacco themselves, and also because of the indirect harm thus done to *offspring*.

As a matter of fact, however, while it may be that factory conditions are better to-day than they used to be (and may continue to improve), it appears evident that the tobacco industry does and must, in the nature of the case, prove harmful to the workers—not only women (as already cited), but also boys and men.

According to the annual report[45] of President George W. Perkins, of the International Cigarmakers' Union, in 1912, over 20 per cent. of the members who died in 1911 were victims of *tuberculosis*. And in that same year over 20 per cent. of the money paid out for sick benefits was paid for the care of consumptive members.

In the further proceedings of the New York Factory Investigating Commission this fact appears: Dr. Robert J. Talbot, an expert investigator, testified that the dusty trades (including tobacco) *produce more consumption than any other trade*.

The Occupational Statistics for Tuberculosis in Wisconsin,[46] gathered by the statistician of the State Bureau of Vital Statistics, show that from October 1, 1906, to December 31, 1908, the general death rate from tuberculosis in that State was 238 per 100,000, while the death rate from tuberculosis among *cigarmakers and other tobacco workers* was *994*—more than *four times* as many!

The 1909 Bulletin of the Bureau of Labor of the United States Department of Commerce and Labor[47] gave the national figures of mortality (from all causes) for cigar and other tobacco workers, as compared with persons in other manufacturing lines and with those employed in mercantile lines, per thousand:

Age at death	Tobacco workers	Other mfg.	Mercantile
15—24	5.85	4.43	2.60
25—44	14.59	8.35	6.72
45—64	30.97	20.16	19.91
Over 64	120.61	105.43	93.79

The preceding general census had shown the following comparative figures for deaths per thousand:

	From consumption	Other causes
Draymen, hackmen, teamsters.....	2.6	1.7
Millers	2.0	4.1
Bakers and confectioners.....	2.5	1.6
Leather makers	3.1	1.9
Leather workers	2.3	1.6
Boot and shoe makers.....	1.4	1.2
Cigarmakers and other tobacco workers	4.8	3.2

I shall not stop to elaborate the notion which the reader cannot be blamed for gathering, namely, that the smokers, chewers and snuffers are menaced by the additional evil of *contamination*, in so far as they consume the products prepared by workers who because of their occupation (as statistics indicate) are victims of consumption and other diseases. Dr. Baldwin,[48] the tuberculosis expert of Saranac Lake, N. Y., demonstrated that the living tubercle bacilli can be disseminated by the *hands*, of the consumptive, which receive the microbes because of sputum infection. In the *International Review of Tuberculosis*[49] appeared an article on tuberculosis transmitted by *cigars* obtained by the victim from a consumptive cigar-worker. In the *Medico-Legal Journal* Dr. D. D. Stevens,[50] of New York, related his observations of tobacco work in New York City, as well as in Southern States and neighboring islands, speaking of workers handling tobacco who in his opinion *should have been in a hospital*, telling of refuse mixed with scrap tobacco, later to be sold for manufacture, testifying that he saw a cigarmaker licking the tip of a cigar fast with his tongue. The New York Factory Commission's Report (Appendices II and IV of vol. II) contains a photograph of a cigarette worker licking the cigarette papers with lips and tongue (as, it was reported, is the custom when the paste dries), and many photographs of filthy tenement surroundings in which cigars and cigarettes are manufactured—one reproducing *a cellar in the notorious Mulberry Street district*, another a room *next door a case of measles*. One of my own investigators has turned over to me a letter, under date of March 21, 1916, from Mr. Leonard W. Hatch, chief statistician of the State Industrial Commission of the New York

Department of Labor, in which Mr. Hatch says: "The manufacture of tobacco products in tenement houses is not forbidden by the labor law, but in order to carry on such manufactures a license must be secured. This was true in 1912, which was the year upon which the Factory Investigating Commission based its statement of the labor law, and has been true ever since. I may say that the Division of Industrial Hygiene of the Department of Labor has had in mind for some time to make *an investigation* of this question, one feature of which would be *the prevalence and possible harmful results of the finishing of cigars by licking.*" I could continue very much further along this line, backed by sociological journals, consumers' leagues, health boards, anti-tuberculosis associations, governmental reports of different States and countries, etc., etc.—but what's the use?—for your own reason suffices to assure you that the products of diseased workers are capable of doing you harm, and no doubt any individual with the least intelligence realizes that the "purest and most unadulterated" tobacco contains poison enough to damage both the makers and the users.

You will recall from previous sections of my thesis the statistics of increasing insanity and mortality from degenerative diseases throughout the nation. Epilepsy, insanity, idiocy, imbecility and all the collateral grades of mental infirmities[37] are on the increase. It is fair to say that tobacco does not do it *all.*

TOBACCO DOES INJURY AT ALL AGES

What bales of tommyrot have come floating down the stream of man-on-the-street public opinion to the effect that tobacco is bad for "kids"—and these people probably add "wimmin—but O. K. for us men!"

Even very good people are found with the same specious cry on their lips, thinking it good enough to use on the young folks. The wise youth of to-day won't take much stock in the threadbare fake: "Oh, you mustn't do that, but I may."

The facts are that living tissue is living tissue and that poison is poison; and that's all there is to it. Since young people need to grow, growth (that is, development) will be retarded by poison. But older people also must keep developing—even though the development is not that of size; for the body is continuously being torn down and built up anew; and poison will harm adult life just as surely as adolescent growth.

I cannot do better than quote verbatim from the summary[80] on the general influence of tobacco, by N. S. Davis, A. M., M. D., L.L. D., Professor of the Practice of Medicine in the Northwestern

University Medical School, than who, it is generally considered, no living medical authority is higher:

"If the narcotizing effects of tobacco upon the cerebrospinal nerve structures and the organized elements of the blood are sufficient to retard both mental and physical growth and activity *before* the age of twenty years, will not the same narcotizing influence just as certainly lessen the activity of the same structures at any time *after* the age of twenty years, and thereby lessen the vital resistance to morbific agencies and *shorten life?*

"The use of tobacco not only lessens the efficiency of respiratory movements and the internal distribution of oxygen, but exerts a specially deleterious influence on the heart, often disturbing the uniformity of its rhythm and impairing its force, and not infrequently causing sudden death by cardiac paralysis. From the foregoing statements it is evident that a just consideration of dietetics must include all ingesta (materials taken into the body) habitually used, whether solid, liquid or gaseous; through the respiratory as well as through the digestive organs. And such ingesta must not only contain a sufficient quantity and variety of materials to equal the amount of waste from day to day, but they must also be *free* from such elements as are capable of impairing one or more of the important processes concerned in assimilation, nutrition and secretion.

"Are not the processes of assimilation and nutrition, by which all the structures of the body are kept in repair to the end of life, *identically the same in childhood and youth as in old age*, and governed by the same physiological laws? And if the use of anesthetics and narcotics, like alcohol and tobacco, are capable of so far impairing those processes during growth, as to render such growth incomplete, will they not as certainly impair the same processes in both middle and old age, and thereby make the nutrition necessary for tissue repair less perfect, and thereby encourage tissue degeneration and early failure of life? And is not this last question answered affirmatively by the vital statistics of every civilized country, as well as corroborated by the results of life insurance, and by daily observation in all classes of human society?"

THE ENORMOUS COST OF TOBACCO INDULGENCE

Of course, tobacco costs the users money.

Professor Fink[36] puts it this way: "One *five-cent* cigar per day amounts, with interest on the money, to about $250 in *ten years*, and *five such cigars* daily for the same time amount to approximately *$1,200*. Many men smoke from six to ten such cigars daily, spending from $100 to $175 per year." This amounts with interest, from 25 to 65 years of age, to about $35,000, or from 25 to 80 years

approximately $85,000. "Many men, once that habit has been formed, will continue even when their families are dependent on charity for food and fuel. A vastly large number *smoke away good homes*, and a still larger number *deprive* their loved ones of good clothing, furniture, books, music and other things that go to make life enjoyable."

In considering the aggregate expenditure, Professors Bailey and Farnam, of Yale,[39] both reach the same total estimates, viz., that in 1914 the money spent by the people on smoking, chewing and snuffing amounted to $1,200,000,000—*one billion, two hundred million dollars.* That's *more than was spent on bread.* In 1909 the value of the tobacco products (at the factory) was twice as great as that of distilled liquors. A good deal of talk is heard about the money spent on drink; yet, considering *all* kinds of intoxicating beverages, the tobacco bill is three-fourths of that complete total.

Education is said to be the key to progress. *Our nation spends three times as much on tobacco as on our common school system.*

The sum of over a billion dollars a year does *not* include tobacco accessories, such as matches, pipes, receptacles, cuspidors, smoking cars (over 4,000 at $15,000 each, totaling $60,000,000 investment), and so forth.

Additional costs to the tobacco users themselves are the loss of time the habit involves and the physical and mental damage so amply proved.

The direct and indirect injury to the convenience, health and general welfare of others, by tobacco users, even threatening the *vitality of the nation* as a whole, has already been set forth. All that is beyond measurement; yet one item of public damage *can* be estimated in dollars and cents, namely, *destruction of property by fire.*

I admit that the smoking of tobacco is not necessarily bound up with incendiarism. You may smoke and never have caused a fire—at least you *think* so, not being able to swear that every bit of burning tobacco and every match that you ever had anything to do with was in every case effectually extinguished by you before it could do some harm behind you and after you. And persons lighting a gas stove or making a furnace, etc., etc., can also be careless. But *facts are facts.* The fact is that smokers have been "caught with the goods" in innumerable cases, these forming an inordinately large proportion of all conflagrations. Also the personal nervous deterioration makes it more certain that tobacco users are involuntarily careless and thoughtless. So we *must* conclude that where there is smoke there *may* be fire. The only way to cure a smoker's irresponsible state is to cure the tobacco habit.

Professor Farnam has consulted reports of fire departments and industrial committees,[39] finding as follows:

The Triangle shirtwaist-factory fire in New York City in 1911 was found to have been caused by a cigarette.

The Equitable Building in New York was destroyed by fire in 1912, the cause having been the careless tossing of a match into a waste-paper basket by a patron of the restaurant in the building.

And thousands of other cases could be cited.

Electricity and steam heat have been so widely extended in recent years that the use of matches is more than ever largely a smoker's adjunct. So in the following table fires caused by matches may be assumed as including a quantity of cases where smokers are to blame. Then also the causes are often not known; and some of those cases also may be "credited" to the smokers. Yet there is still left a goodly percentage of fires *positively* due to smokers' carelessness, viz.:

	Percentage due to tobacco	Percentage due to matches	Percentage total for both
New York State (outside New York City).....	5.2	8.8	14.0
Philadelphia, Pa.	5.0	25.5	30.5
Boston, Mass.	(Not distinguished)		15.6
New Haven, Conn.....	7.9	5.6	13.5
Newark, N. J.....	9.8	20.8	30.6
New York City.....	12.3	15.7	28.0

In the case of New York City the report for 1912 goes into great detail as to causes. Clear records of fires caused by *carelessness with cigars, cigarettes and pipes.* amounted in that year to 1,273 out of a total of 10,339 fires with causes ascertained—over 5,000 additional fires remaining without causes known.

Many States have passed laws forbidding smoking in factories.

Forest fires are also in part ascribable to smokers. For example, the proved cases in Massachusetts in 1908 were 111 fires, involving loss of $33,000. Many other fires were never explained. In Connecticut out of 116 forest fires in 1912, whose causes were ascertained, twenty-five were due to smokers.

A careful report made by the United States Geological Survey a few years ago estimated the annual loss and expense due to fires in the United States in the year 1907, including fire protection and insurance, as over $456,000,000. If smokers cause but 10 per cent. of this they cost us $45,000,000 under this item alone. If they cause 20 per cent., as they obviously do in some places, and as they are estimated to do by Commissioner Johnson, the cost under this item

is $90,000,000 and the figures have undoubtedly increased since the report was made.

And beyond the money loss is the *sacrifice of innocent lives.* In the Triangle fire (which made so horrifying an impression here in New York), caused by a cigarette, *one hundred and fifty girls and men were choked and burned to death.* The newspapers continue to report fresh holocausts on the altar of the nicotine devil. What a price to pay!

The portion of our taxes that go to keep up a fire department and pay the pensions of firemen's widows—that money, too, represents the fire damage to all of us.

And as for rebuilding, consider this: that whenever you use up any man's labor you have consumed something—and if it was unnecessary or might have been avoided, then you've wasted it. Surely the lumberman and the carpenter get paid; but they would have or could have sold their goods and services elsewhere. What is used in one direction is diverted from some other direction. The forces of the community keep adjusting themselves. Any high-school student of economics, any man who *thinks,* can see that to do a thing twice means that one of the times was a flat loss.

Wasted labor means higher prices on all commodities.

Professor Farnam, who lectures on economics at Yale, takes this situation for granted. Everybody in the community suffers. Economic waste makes *your* cost of living go up.

What is true of the waste of wealth and labor by fires is equally true of the waste of labor and land on the tobacco industry. The tobacco industry is, of course, maintained by the demand of those who use tobacco.

In 1912 the number of acres of land devoted to tobacco cultivation in the United States was 1,225,800—over one-sixth the area devoted to raising vegetables. Incidentally, tobacco culture (says Professor Farnam) tends to exhaust the soil and thus to rob future generations, unless fertility is artificially maintained at great expense.

Suppose that most or all of this land was given over to producing food. The supply of grains, cereals, potatoes, cabbages, etc., being increased, the price would go down, and so would your cost of living.

Yet the almost incalculable waste continues. Is it worth while?

ARE THERE ANY TOBACCO BENEFITS?

In asking tobacco users squarely whether the habit is worth the price that's paid in full—fairness requires that we follow our long debit account with a credit statement.

The idea of the balance so specifically stated I owe to Professor Farnam, already quoted. All intelligent persons will accept that attitude as the correct one.

Well, then, let's see.

As a preliminary, it seems to me that all the foregoing data must by now surely have made clear that from the *physical* standpoint any sophistical claim of the least value for tobacco is a delusion, condemned in clear and positive tones by medical science. The following citations, capable of being infinitely multiplied, will suffice:

"Tobacco has *no* health-giving or health-aiding action on animal life."—Dr. Slocum.[40]

"Tobacco does *not* aid digestion. It does *not* prevent lean people from getting too lean, or stout people from getting too stout. It has *no* power to preserve the *teeth* from decay or to neutralize the poison of contagion. It is *not* a disinfectant. It is *not* a remedy for asthma or any other diseased condition. And indeed, it may be safe to say that it does not do any one of the hundred and one harmlessly beneficent things it is popularly supposed to do, *while we positively know that it does* at times produce outright, serious disturbances of the heart, nervous system and mucous membranes, while its use on the part of the patient also limits and diminishes possibilities of recovery in other diseases."—Dr. Matthew Woods.[38]

"The idea that tobacco prevents disease is an *error*. A tobacco user's chances of recovery from malignant disease are *lessened* fifty per cent."—Dr. O. M. Stone.[39]

"It is scarcely possible to cure a syphilitic sore, or to unite a fractured bone, in a devoted smoker."—Dr. T. J. Harris, of the New York City Dispensary.[36]

"During the prevalence of cholera I have had repeated opportunities of observing that individuals addicted to the use of tobacco are *more* disposed to attacks of that disease, and generally in its most malignant and fatal form."—Dr. John Lizars.[10]

"Tobacco users do *not* stand surgical operations well; these persons are liable to collapse."—Dr. Bangs.[41]

One clear item in tobacco's favor (I can't help it if you call this sarcasm) is the tax that's paid on tobacco: internal revenue and customs duty. In recent years the annual sum has averaged about $100,000,000 in the United States. That goes to the government, leaving a waste, as already explained, of the remaining billion dollars and more which are spent on tobacco.

Are there any other possible credit items?

Well, it may be said that we should not live by bread alone, but rather seek pleasant sensations. Many would call such a remark

blasphemous. I shall not argue the question. I believe, as most of us do, in the presence of a spiritual element in life. Yet there is nothing to gain at this point by quarreling with the most material person, or with the every-day practical mood of possibly the majority, maintaining that "no trick should be missed" in the pursuit of pleasure.

Life has its hard side; and, of course, every enjoyment is welcome—if it's a sensible and harmless form of enjoyment.

You wouldn't set fire to a whole city in order to be able to watch the pretty flames, would you?

It has been said that drowning is a pleasant death; yet you wouldn't—unless you went out of your head—drown yourself, would you? No doubt lunatics don't have any business worries, and even more certain it may be that paralytics never feel either pain or fatigue in the paralyzed members, that the blind never strain their eyes, etc., etc.; but would you knowingly court blindness, paralysis or dementia?

What kind of peculiar pleasure is it that can fool people so they don't see that it's slowly killing them? Fool, deceive—those are the correct words, for that's the method of narcotics.

The nervous system of human beings is the intelligent government of the body mechanism. When you don't feel "right"—whether it be a specific pain or general weakness, or worry, or tiredness—that feeling is the faithful report of the nervous system that something is wrong and the call to you to remedy that trouble.

What used you do in the days of your tobacco slavery? You consumed enough tobacco to hush up the reliable reporter, to drown his voice, to destroy him (the nerve center) altogether; and then, of course, for a while you felt all right—but the trouble had *not* been remedied, it had been made worse, as a result of which you craved more of the sedative than before, the trouble in your system became still more aggravated—and so on *ad infinitum*.

The proper remedy might have been: fresh air, proper diet, rest, outdoor sport—anything and everything that is naturally wholesome *and* enjoyable.

Nor should you allow yourself to be caught by anybody's pointing to some famous man as a user of tobacco. What would it prove? If President Grant was a smoker, even forgetting that he died of cancer; well, Lincoln never touched tobacco and neither does Roosevelt. If Barrie smokes; well, Balzac never did. And the unsurpassed Greek thinkers and artists—Socrates, Plato, Aristotle, Aeschylus, Praxiteles—never heard of tobacco. Whoever accomplishes much, and uses tobacco, probably does his work in spite of tobacco (even

though he may not have studied the subject sufficiently to realize it) and would certainly do even *better work* without it.

Tobacco has been proved a mocker, a traitor, a layer of snares. "Watch your step!"

Did you ever experience a primary need for tobacco—that is, at the beginning? No, siree! In fact, it even hurt to start using tobacco —until the system was deadened to it. The habit took its inception in an act of puerile imitation. Now it's up to you not to lead some other youngster into tobaccoism by *your example.* There's *another* reason for you to rejoice, that as far as tobacco is concerned, you're through.

If you once used tobacco, and you have a recollection of your having liked it, now that you know the fallacy of its having been liked because it was squelching your means of being *alive* to your environment, you also perceive the truth that to be possessed of *your full consciousness* is a far greater pleasure in itself, and throws open to you the portals of the many and varied particular delights that really *make life worth living.*

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Special Announcement

In the interest of the public welfare, I seek additional information showing chiefly the injury done by the use of tobacco and the benefit derived through the avoidance of it; also evidence to the contrary, if anybody has it.

This information must necessarily be specific. Medical men will please, as is the usual custom, identify cases of theirs by initials, age, occupation, etc.; individuals speaking for themselves will kindly give their names with full addresses, not necessarily for publication, but as a guarantee of good faith.

In cases where reports of benefit follow the discontinuance of tobacco using, it is immaterial whether the Mac Levy System has been employed —or any other method that led to the quitting of the habit.

The main thing is that I want the facts—as many as I can obtain—for legislative, educational and other purposes that are for the general good.

I would also like the names and addresses of persons who are ready, without any expense to themselves, to do their modest share—at the proper time—in communicating with public officials, bureaus, etc., in furtherance of the cause.

All communications should be addressed: Mr. Max Mac Levy, care of Albro Society, Inc., 181 Lexington Avenue, New York City.

MEMORANDA

You will find it worth while to keep a diary temporarily, from the day that you start conquering the tobacco addiction until a time, say, one year afterward.

There will be an immediate benefit—chiefly psychological—and it is likely that the advantage will prove valuable in the future when you wish to convince some nicotinized individual that the better way to live is without the baneful influence of the nicotine poison.

At the outset describe yourself and your condition frankly. Mention when and how you first learned to use tobacco, also what average quantity you are consuming now. Tell of your physical and mental condition. From what ailments do you suffer? Are you inclined to nervousness, sleeplessness, despondency, irritability, defective memory, excitability, lack of ambition, worry, fear, doubt, lack of self-confidence—and so on? Tell the truth, the whole truth and nothing but the truth, and if you do not feel disposed to entrust your pencilings to the pages here allotted—use a more private diary.

Having set down the particulars at the outset, make it your rule to mention the changes that you notice in yourself from day to day. These will not be very conspicuous at first, but they will gradually become very manifest. By the end of the first two weeks—while you are still using tobacco—you should be able to record some benefit. After the two weeks' preliminary period, when you have ceased entirely to use tobacco, you will be able to make happy notations frequently. A few months, or say a year, after tobacco has been eliminated from your life you should be able to write some lines which, when contrasted with what you set down to-day, will be an amazingly convincing human document.

This paper is unsuited for ink, but it will take and effectively hold your pencil jottings for the many years to come.

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Selected Roots and Barks

As an innocuous temporary substitute for tobacco, Mr. Mac Levy recommends several kinds of natural roots and barks, to be chewed at will.

The difficulty of obtaining the most desirable kinds of roots and barks, thoroughly cleansed and cut to a convenient size, is such that the Albro Society has undertaken to supply those who require them at a reasonable price.

A box of Assorted Roots and Barks, the kinds recommended by Mr. Mac Levy, will be sent, postpaid, to any part of the United States, for **50 cents. Large box, $1.00.** Price, postpaid, duty paid, etc., to any Canadian address, 65 cents; or $1.30. By prepaid parcel post to other countries, 60 cents; or $1.20.

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Ordinary chewing gum does not yield enough "tang" for many who would like to use this class of commodity while freeing themselves from the tobacco habit.

The Albro Society has met the natural requirement by providing a special **Herbal Chewing Gum,** which contains carefully selected vegetable ingredients (gentian, chicle, etc.), and is consistent with the recommendation of Dr. W. A. Evans, one of the leading medical men of America, who takes cognizance of the desirability of using gum containing gentian in combating the tobacco addiction.

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The cost is no greater than that of ordinary chewing gum, but we do not sell less than a half-dollar's worth.

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